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ABSTRACT

This document is the first nationwide compilation of successful recruiting techniques for students in adult basic education, literacy, General Educational Development classes, and adult high school degree programs. Information for the publication was gathered from a literature search and other sources, especially "Reaching the Least Educated," a 1980 study published by Pennsylvania adult basic education directors, and "Grassroots Publicity," a 1985 study for the Pennsylvania Department of Education. Following a page-long analysis of the various recruiting techniques described in the projects, the guide lists 70 projects, including addresses, telephone numbers, and contact persons, and provides a one-page summary of the recruiting techniques used in each project. Techniques described include newspaper articles, posters, radio and television advertising, bulletin board announcements, job-site classes, and community center recruiting. Samples of advertising materials are supplied. (KC)

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RECRUITING ADULT EDUCATION STUDENTS

A LERN Learning Resources Network PUBLICATION

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This is a publication of the Learning Resources Network (LERN), the leading national organization in class programming, providing information and consulting expertise to organizations offering classes for adults.

Founded in 1974, LERN provides "Information that Works" to a variety of institutions involved in class programming, including colleges and universities, public schools, community colleges, recreation departments, hospitals, independent and community groups.

LERN offers publications, newsletters, seminars, conferences, in-house programs, individual consulting, and membership services.

For more information on available services contact:

Learning Resources Network (LERN)
P.O. Box 1448
Manhattan, Kansas 66502
913-539-LERN

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GUARANTEE

This publication is guaranteed. If, for any reason, you are not satisfied, simply return it within thirty days for a refund. LERN publications are designed to be concise, providing practitioners with only practical, how-to ideas that work. Just one technique or tip from a LERN publication can make, or save, your program hundreds of dollars in increased enrollments, income, or reduced costs.

RECRUITING ADULT EDUCATION STUDENTS

This pioneering work is the first nationwide compilation of successful recruiting techniques for students in adult basic education, literacy, GED classes and adult high school degree programs, hereafter simply referred to as "adult education" or "adult basic education."

The Learning Resources Network (LERN) is the leading national organization in class programming, providing information and consulting expertise to organizations offering classes for adults.

LERN's activities reflect the interests and needs of the organizations it serves. Currently those interests center on promotion and marketing. Recently people doing adult basic education have come to our marketing seminars, and we freely admitted we did not know anything about marketing adult basic education. But adult basic education programmers kept coming. So we at LERN decided to explore to see whether LERN could make a contribution to the exciting and worthwhile field of adult basic education. As we fully support other national organizations involved in literacy and adult education efforts, we have no interest in duplicating other efforts. To do our "research" into the field, we decided to do a contest as a way of gathering information on promoting adult education, and at the same time, reward and recognize a few programs for the excellent work they are doing.

Thus this report. Our conclusion is that LERN does have a wealth of marketing and promotion experience and expertise to share with adult educators.

The following publication is the result of our nationwide compilation of successful recruiting techniques for students in adult education.

This project was largely conducted by Shirley A. Derbis while a graduate student at Kansas State University. LERN is grateful to her for her work. Without it, this publication would not be a reality.

In her literature search and our efforts to find previous work in promotion, two information sources stood out above the rest. They are:

"Reaching The Least Educated," a 1980 study done by Eugene L. Madeira for the Pennsylvania ABE directors. It is 141 pages, and the ERIC document number is ED 237 661. It is listed as being available from: ELM Consultants, 1609 Buttercup Road, Lancaster, PA 17602, at $5.00.

"Grassroots Publicity," a 1985 study done by Tana Reiff and Melissa Jamula for the Pennsylvania Department of Education. Any remaining copies would be available from: Pennsylvania Department of Education, 333 Market Street, 11th Floor, Harrisburg, PA 17108.

THE WINNERS

Before we note the winners of the contest, it should be noted that every entry was a successful promotion and thus should be considered by you as a possible recruitment strategy.

The best recruitment techniques will vary from community to community, program to program. The winners of our contest were selected on the following criteria:

1. Replicability. That the promotion could easily be replicated by another program in another part of the country.

2. The results were measured. The program's results could be measured for effectiveness to determine how many students were recruited or how many volunteers were recruited.

3. The cost was measured. The recruitment technique could be measured for cost, in either dollars or time, or both. The cost effectiveness of the technique can be measured.

4. Originality. There are many excellent entries that have been tried and found successful. We attempted to find entries that were original and not widely known.

The winners were:

First Place. A tie between:
Eduware Party, Iowa Valley Continuing Education, Marshalltown, Iowa; and
Calling Cards, Havre Public Schools, Havre, Montana.
Second Place. A tie between:
Billboard Contest, Literacy Volunteers of Elbert County, Elberton, Georgia; and
Word Warriors Comic Books, Literacy Volunteers of Chicago, Chicago, Illinois.
Third Place.
Model T Rides, Morgan Community College, Ft. Morgan, Colorado.

ANALYSIS

From a marketing perspective, the field of adult basic education (literacy, adult basic education, GED, Adult High School), is in an early stage of development. Program coordinators have much potential for determining what works in recruiting students.

As you will see from the following entries, there are many good and successful promotions in adult basic education. The next step for you as a program coordinator is to measure the results of your efforts.

Every recruitment of a student has a cost, whether it be in dollars or time, or some combination of the two. What we know is that some types of promotion have a lower cost per recruited student. What you need to determine is which promotions are most cost effective for your individual program.

The most cost effective promotion may not be the least expensive promotion. A $200 promotion that recruits 20 students is far more cost effective than a $100 promotion that recruits 5 students. So in addition to knowing the costs of a promotion, we need to know the return. That is, how many students did we recruit.

If you can record those two statistics for each promotion-- the cost and the return-- you will have advanced your recruitment effort a long way. Most programs do not measure return, and it is the return (the number of students recruited) that is most critical in determining whether a promotion was successful.

WAYS TO PROMOTE

From our national study, we have found essentially three ways to promote your program:

Paper Promotion. This is written material, directed either at the potential student or a friend or contact with a potential student. Paper promotion includes flyers, teacher handouts, placemats in restaurants, and flyers mailed with another mailing, such as a bank statement or water bill.

Publicity. This is promotion directed at the public at large, and includes billboards, copy printed on grocery bags, radio announcements, and newspaper releases.

People. This is utilizing a direct person to person approach, and includes open houses, personal letters, speeches, and going door to door speaking with people.

Of the three ways to promote your program, there is no one that is better than another. "People" promotion appears to be successful in recruiting people with little previous education, while "Paper Promotion" works better with those who have had some previous education or with those who come into contact with potential students.

In fact, the most likely approach is to have a mix of the three. That is, to do one or two promotions from each of the groups above.

DESIGNING YOUR PROMOTION

From the scores of successful promotions in this compilation, you will have a rich variety of promotions to choose from in designing your own recruitment campaign. Here are the steps in designing or improving your recruitment effort:

1. Develop written objectives. Set your recruitment objectives--100 new students and 10 new teachers, for example, over the next 12 months.

2. Develop your overall strategy. This could be one effort to reach potential students directly, and one to reach others who can refer students to your program.

3. Select specific promotions. Consider the time involved, the uniqueness of the promotion, and whether the results can be tracked or measured so that you know how well the promotion did.

Consider whether the promotion can be repeated. Many promotions are one shot efforts. The problem with one shot efforts is that they take a good deal of time in preparation and cannot be repeated if successful. You should first look to promotions that can be repeated every year. "Repeatable" promotions are the most cost-efficient, especially in the second, third and fourth years, will give you the most recognition over a period of time, and will give you measurable results.

4. Cost it out. Determine the cost for each promotion, and estimate the results you will achieve.

You can recruit many more students to your program. Develop a promotion budget and be sure that everyone working with your program understands that there is a "cost" for every student recruited to your program. The exciting element in our promotion is that we can determine what works for our program and then increase our promotion and recruit more students.

View your promotion as the exciting challenge it is to reach more students. Let others know how much it costs to recruit one student to your program, and what just another $100 or $200 more in promotion will do: how many more students will be recruited.

When you promote your program, everyone benefits. The community benefits by knowing what a great need there is. Your staff and students benefit by seeing your program receive publicity and attention, and those who need your services have your phone number and address in front of them more often.

The Cannery Project

Community Services Department
Adult Basic Education Program
Aleutian / Pribilof Islands Assoc. Inc.
1689 C Street
Anchorage, Alaska 99501
(907) 276-2700

Contact: Robert Heasley
Director

The Adult Basic Education programs of the Aleutian/Pribilof Islands Association operate in the rural, isolated communities in the Aleutian Chain of Alaska. One program, in Unalaska/Dutch Harbor, population 1,630, has an active fishing industry and a number of canneries. Cannery workers include both local people and a high number of immigrants, many of whom have a low level of skills in literacy and English.

One part-time teacher in Unalaska/Dutch Harbor attempted for months to attract workers to evening adult literacy classes held at various locations in the community. She got little response. Cannery workers, she found, tend to stay at the cannery - which provides housing and food for employees. They shy away from interacting with local residents or using local services.

As part of her goal to reach this population, the teacher negotiated an arrangement with the local canneries to provide her a space to set up a class on-site. She arranged times for classes when workers were off work or between shifts.

The result of her effort is an active class enrollment of eleven students. Three are preparing for their G.E.D. and the remaining eight are ESL and literacy students.

In a related effort to bring their services to the workplace, the Community Services Department is now working on expanding the program to include St. Paul Island, population approximately 600, primarily Aleut people. In the new effort, the local city and tribal governments will provide "time out for learning" - permitting employees to use company time to attend on-site ABE classes.

The Student's March Against Illiteracy

Literacy Council of Jefferson County
P.O. Box 8503
Pine Bluff, Arkansas 71611
(501) 536-7323

Contact: Dot Bonds
Grants/Funding Coordinator

The Literacy Council of Jefferson County was formed to combat the 25.8% illiteracy rate in the county. Since public awareness was considered to be the greatest challenge, the Literacy Council joined forces with the local newspaper, the Pine Bluff Commercial and the Junior League of Pine Bluff in a city-wide public awareness effort, "The Student's March Against Illiteracy".

The newspaper underwrote the cost of the march and provided free advertising. It donated 20,000 flyers to be handed out and 500 bright yellow T-shirts for the marchers to wear.

As an incentive for the youth to participate, the Junior League of Pine Bluff, with contributions from local merchants, provided an "After Bash" with free food, cold drinks, music and special prizes.

With 100% school approval and endorsement of Project LEAD (Leadership, Experience and Development), 500 young people registered for the Saturday march and 477 students actually participated. The students marched in the 13 areas of highest illiteracy rates and spread the message about literacy to over 4,000 homes, shopping centers and businesses.

By Monday morning, the phone was ringing off the hook with inquiries. Workshops for fifty new volunteer tutors were scheduled and participant enrollment jumped by almost 26%.

Requests from clubs, groups and organizations kept the Speaker's Bureau busy for several weeks and contributions for the non-profit program came in from many new sources.

The Literacy Council is still feeling the impact and plans for a second march are underway. The Student's march was also successful in proving that today's young people really do care for their community and are an important resource.

14,000 Jefferson County Adults Can't Read

But You Can Help—And It's Easy!

It's simply a matter of a phone call. If you know someone who can't read, just call 536-7323 (or 536-READ) and find out about FREE reading instruction. Or ask that person to call. Because the first step in learning to read is to make one phone call to 536-READ. Do it now. It's yours for the asking.

**The
Students' March
Against
Illiteracy**

PINE BLUFF COMMERCIAL

536-READ

Radio Spots For Literacy

Literacy Volunteers of America/Imperial Valley
Imperial County Free Library
1647 West Main Street
El Centro, California 92243
(619) 352-8541

Contact: Lyvier Conss
Executive Director

The Literacy Volunteers of America/Imperial Valley has had many successful campaigns for recruitment of adult learners into their library sponsored adult literacy program since its inception in 1984. The campaign considered to be most successful involved ten adult learners and ten adult tutors who taped thirty second radio spots.

The scripts were produced by the individual adult learner or tutor, using their own words and feelings. The spots consisted of:

1. The learners or tutors telling a little about themselves (i.e. name, age, profession, educational background and goals).
2. Why they had finally decided to learn how to read and write or why they decided to become a tutor.
3. The fact that there were patient and caring people who wanted to assist them in their learning.
4. Where other interested adult learners could call or go to get enrollment information.

In most cases, the radio spots contained only the voice of one participant. In some spots, both voices were heard.

The radio spots were played on one radio station (both AM and FM) for a period of three months, twice a day. During a six month period, one hundred and fifty (150) adult learners enrolled in the program. Every one of these new students mentioned they had either heard the radio spot or someone close to them had heard it and prompted them to call. New students are still mentioning messages of some of the radio spots and new radio spots are planned.

ABLE "Model T" Rides

Adult Basic Literacy Education
Morgan Community College
17800 County Road 20
Ft. Morgan, Colorado 80701
(303) 867-3081

Contact: Denna Weber
Director

The Adult Basic Literacy Education (ABLE) was initiated as auxillary to Morgan County's ABE program in September 1986. ABLE uses its thirty volunteers to teach, promote and recruit its free tutoring services in all basic skills areas.

Among the many promotional activities undertaken throughout the past year was a booth set up during the city's annual "Festival in the Park". Volunteers manned the booth and provided information and encouragement to those people showing an interest in adult education. Flyers which were distributed at the booth were provided by the Morgan Community College.

In addition to the booth, a husband-wife pair of ABLE volunteers donated their time, automobile and gasoline expense to delight young and old alike with rides in their Model T. Tickets for the ride were printed by the Ft. Morgan Public Library. Additional volunteers distributed small bags of roasted peanuts with literacy hotline numbers attached.

The expense for the peanuts was $50.00 and the bags were donated by the local grocer. Those who wished, made donations. A total of $145.00 was received. The total expense was limited to the cost of the peanuts. This cost subtracted from the total donations left a $95.00 profit.

Of the 10,000 participants during the three day festival, about 200 people took rides, and 150 inquired about ABLE. This resulted in recruiting eight new volunteers, twenty-six prospective students, numerous inquiries and comments and a general community awareness of ABLE's services.

The presentation was unusual, entertaining and educationally non-threatening. ABLE plans to continue this promotion next year by using pony cart rides.

Free! Learn to Read!

Literacy Volunteers of America
80 Main Street
Danbury, Connecticut 06810
(203) 792-8260

Contact: Pat Burdette
Student Recruitment

Who can refuse anything offered for free? The Literacy Volunteers of Danbury used this premise to reach people who cannot read or wish they could read better.

They designed a bright yellow card for distribution. Since it is bright yellow, it is very eye-catching. Since it is a card instead of just another slip of paper, it is less likely to be tossed away. It is simple - to reach those who have trouble reading. It is informal - not intimidating.

The cards were distributed in several ways. At orientation meetings, new tutors are asked to take a card to post somewhere - a place of business, church, store, etc. The director also takes them when calling on businesses and industries and asks that they be made available to employees. The cards are distributed through agencies such as Unemployment & Job Services, Family & Child Services, and Labor union offices. They are usually placed on desks where clients register.

During the 1986-87 period, 400 students were recruited with a continuous waiting list of 60 students. During the first seven months of the 1987-88 year, 400 students have already been served with another 100 on the waiting list.

The cards have been well received by businesses and agencies and many call for more cards when their supply is exhausted.

LITERACY VOLUNTEERS of AMERICA Inc.

FREE!

LITERACY VOLUNTEERS of AMERICA Inc.

-TO ADULTS-

LEARN TO READ!

CALL: LITERACY VOLUNTEERS OF GREATER DANBURY 792-8260

Bear Hugs

Seminole Community College
Sanford, Florida 32773-6199
(305) 323-1450 or 843-7001

Contact: Marilyn Mitchell
Director, Developmental Division

As part of an overall emphasis on literacy, the Developmental Division at Seminole Community College and Lake Mary Elementary School teamed together to promote literacy and GED for parents. The program was coordinated to take advantage of the local and national PLUS (Project Literacy U.S.) campaign. National Literacy figures were considered in determining the target population. Also considered were the high drop out rates and high birth rate among teenagers.

When children reach school age, the parents at basic educational levels often must seek help themselves in order to help the children with their homework. To reach these parents, it was decided to send a brochure home with each student in grades K through five. In order to insure that it would actually reach the parents, the brochure was designed to be appealing to the children.

Made from heavier than normal office paper, the brochure featured a parent bear in an overstuffed chair holding a little bear. The caption read "Little Bears Need Moms or Dads Who Can Help Them Learn." The picture was meant to be colored so that the children would want to proudly display the artwork on refrigerators and bulletin boards. Words inside the brochure were simple enough to understand and a pre-addressed, postage paid postcard was included so that parents could request additional information.

The brochures were printed at the Seminole Community College print shop at a cost below what a commercial print shop would charge. The 7000 copies distributed totaled $138.00.

The brochure was developed by one part-time and three full-time college employees during regular working hours in addition to regular duties. The program was the idea of Ms. Harriet Little, the Reading Program's coordinator.

Distribution, to date, is not complete. Four schools, of twenty-three, have received the brochures. Initial results show doubled figures in ABE/GED enrollment and an increase in volunteer tutors from eight to eighty-two. In February 1988, the State Department of Education announced their literacy emphasis for the year as "Literacy - A Family Affair", which will complement "Bear Hugs" and continue to recruit new students.

YOU ARE A BETTER PARENT WHEN YOU CAN HELP YOUR CHILD LEARN

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

First-Class Mail Permit No. 99 Sanford, Florida

POSTAGE WILL BE PAID BY ADDRESSEE

DEVELOPMENTAL EDUCATION
SEMINOLE COMMUNITY COLLEGE
WELDON BOULEVARD
SANFORD, FLORIDA 32771-9990

LITTLE BEARS NEED
MOMS OR DADS
WHO CAN HELP THEM LEARN

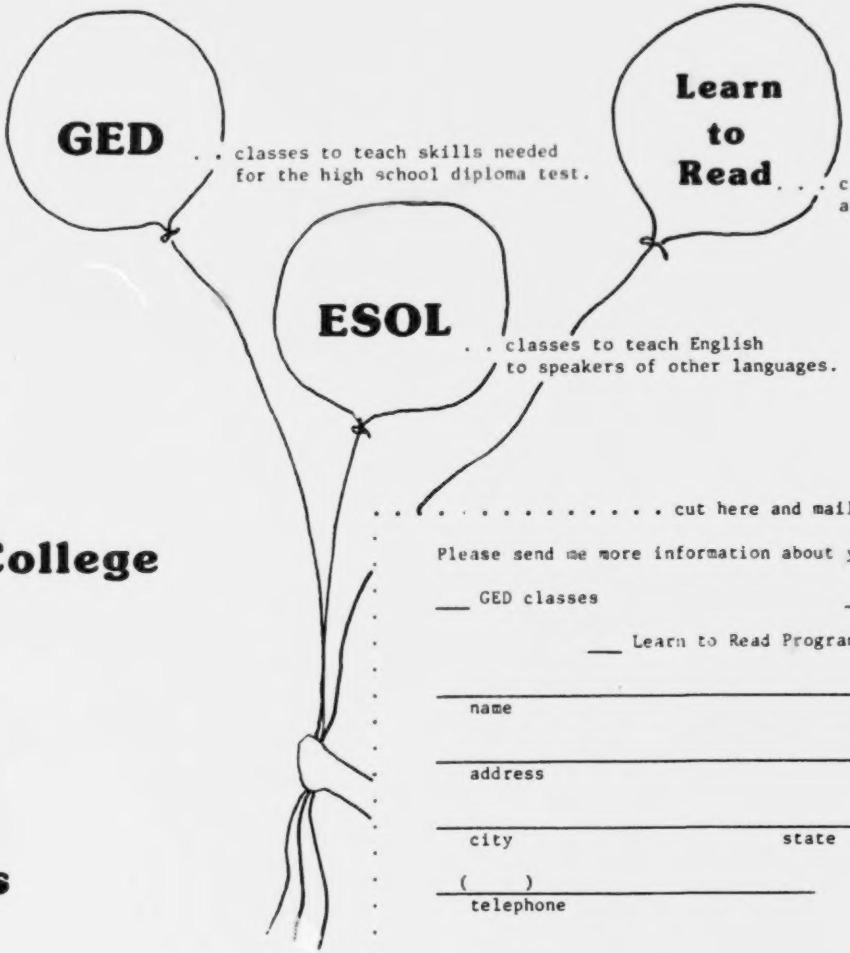
COME
LEARN
WITH
US!

Seminole Community College

offers classes

to help parents

learn basic skills



. . classes to teach skills needed for the high school diploma test.

. . classes to teach English to speakers of other languages.

. . . classes to teach adults to read better.

. . . . cut here and mail . . . .

Please send me more information about your:

___ GED classes ___ ESOL classes

___ Learn to Read Program

____
name

____
address

____
city state zip

(   ) ______________________
telephone

An Equal Access/Equal Opportunity Community College

Literacy Awareness Poster - Billboard Contest

Literacy Volunteers of Elbert County, Georgia (LVEC)
50 Laurel Drive
Elberton, Georgia 30635
(no phone given)

Contact: Betty Williford

The Literacy Volunteers of America in Elbert County, Georgia decided to promote their program in a big way. The Literacy Awareness Poster contest was suggested by a local business executive who offered to pay for the erection of several outdoor billboards to promote community awareness of the serious problem of illiteracy and a solution.

A check with the local outdoor advertising firm revealed that, though the company would erect the billboards as a public service, the firm had no copy for billboards concerning literacy. A committee, comprised of librarian-media specialists from each school, was appointed to conduct a poster contest in all local schools that would produce posters suitable for billboards.

Prize money for the contest was easily solicited from six local businesses. Promotion of the contest was left up to the discretion and ingenuity of the media specialists. Cash prizes were awarded to first, second and third places in four grade categories. Money for books was awarded to the school that had the most novel presentation to its faculty and to the school that had the most entries.

Complete national, state and local statistics, as well as other information about local literacy programs, were given to each school. Radio spots and announcements of winners supported the project. Newspaper coverage of the contest and winners created further community awareness. Winning posters were given to the prize donors for display in their businesses. Other posters were displayed in places of heavy traffic around the community.

Over 40 posters were submitted in one elementary school and over 90 middle school students participated. More importantly, all 4,000 students in the school system and many parents were informed of this serious problem and how it can be wiped out. Thirty two of the 66 tutors are teachers or former teachers and nearly all were recruited as a result of this campaign. The majority of the 90 currently enrolled literacy students are parents - whose goal is to learn to read so that they can help their children with homework. The contest could easily be replicated in any city or county with similar results.

Reading Awards Program

Adult and Continuing Education
1810 Bull Street
Savannah, Georgia 31401
(912) 236-6900

Contact: Elliot L. Sams
Reading Specialist

Promotional efforts of the Reading Literacy Adult Education Program in the Savannah-Chatham County Public School System is carried out in four parts:

Reaching: in a variety of ways.
Teaching: basic reading and survival skills.
Sharing: love for all students that grows and produces loving ABE students.
Caring: nurturing undeveloped skills in individuals.

Students are reached in a variety of ways including newspapers, radio, various agencies, churches, television, word of mouth and the Reading Awards Assembly. The assembly is held each year to honor the students who have made special achievements.

The day of the assembly is proclaimed "Reading Literacy Awards Day" by the local mayor. The entire community is invited through announcements on radio and television. Each student brings family members and friends to celebrate their achievements in a night of fellowship.

Reading awards and testimonies are an integral part of the assembly and it is here that others learn about the available programs. Awards are also given to volunteers and community members who have responded to the literacy cause.

Results of the assembly, and the other components of the ongoing promotional efforts, is that students share their learning experiences with others who are also motivated to become participants in Adult Basic Education classes.

Career and Community Resource Fair

Northwest Suburban Reading Coalition
READ NOW Program
2121 South Goebbert Road
Arlington Heights, Illinois 60005
(No phone given)

Contact: Beverly Martarella
Marketing Coordinator

On April 8, 1987, the Northwest Suburban Reading Coalition and its participating agencies sponsored a Career and Community Resource Fair. The purpose of the fair was to bring together services offered in the community and to educate residents as to their availability. Many residents are unemployed or underemployed due to lack of literacy skills and the fair gave the residents the opportunity to talk directly to twenty-six cooperating agencies. Social Service agencies were also available for inquiries.

Initial letters of invitation were sent to all students in the ESL, READ NOW Adult Literacy/Volunteer, ABE, and GED programs in the two participating school districts. One thousand posters were distributed in six townships. Letters of information were distributed through area Chambers of Commerce as well as through the participating agencies. Public service announcements ran in local newspapers as well as on local cable television networks.

The fair drew over three hundred people. Fifteen new students were recruited for the READ NOW Adult Literacy/Volunteer program and many more picked up literature to share. It is unknown as to the actual number of new students enrolled as a result of the fair.

An unexpected benefit was that partnerships were developed with the participating agencies and the READ NOW Adult Literacy/Volunteer program.

"Share a Book -
Share a Life"

NORTHWEST
SUBURBAN
READING
COALITION

Presents a:

CAREER & COMMUNITY RESOURCE FAIR

Information about

TEMPORARY JOB SERVICES
HEALTH CARE
CHILD CARE
CRIME PREVENTION

and other community resources

April 8th 7PM to 10PM

at the
ARLINGTON HEIGHTS MEMORIAL LIBRARY

HENDRICKSON ROOM

READ NOW

Written by Jill A. Pless,
Reading Specialist

Participating Agencies:

- Arlington Heights Memorial Library
- Continuing Education District 211
- Community Education District 214

READ NOW

Written by Jill A. [illegible],
Reading Specialist

CAREER AND COMMUNITY RESOURCE FAIR

April 8, 1987

Northwest Suburban Reading Coalition
Arlington Heights Memorial Library
Continuing Education District 211
Community Education District 214
READ NOW Literacy Program

COMMUNITY RESOURCES

1. League of Women Voters
2. University of Illinois Cooperative Extension Service - Home Economics
3. Arlington Heights Memorial Library - Literacy Materials
4. Wheeling Police Department
5. Mount Prospect State Bank - Community Services
6. Mount Prospect State Bank - Personal Banking
7. CEDA Northwest - Emergency Family Services
8. Arlington Heights Memorial Library - Community Services
9. Salvation Army - Counseling Services

.0. Commonwealth Edison

1. Schaumburg Public Library

.2. READ NOW Literacy Program

.3 Arlington Heights Lions Club

4. Job Services - Illinois Department of Employment Security

15. Volunteer Center of Northwest Suburban Chicago

16. American Cablesystems

JOBS

17. Jobs for Chicagoland
18. CenCor Tempory Services
19. Northwest Community Continuing Care Center
20. Tempstaff, Inc.
21. Harmony Home Health of Northwest Community Hospital

HEALTH

22. Forest Health Systems

CHILD, YOUTH SERVICES

23. Spectrum Youth and Family Services
24. Elk Grove Township Youth Services
25. TALKLINE/KIDSLINE
26. Children's World

TOWNSHIP HIGH SCHOOL DISTRICT
COMMUNITY EDUCATION 214
2121 S. Goebbert Road, Arlington Heights, IL 60005 312/437-4600

Dr. Stephen D. Berry
Superintendent
High School District 214

Richard V. Chierico
Director of Community
Education and Services

HEALTH
CHILD CARE

Word Warriors

Literacy Volunteers of Chicago, Inc.
9 W. Washington, Suite 460
Chicago, Illinois 60602
(312) 236-0343

Contact: George Hagenauer
Director

Word Warriors was originally conceived of as a benefit project in summer of 1987. The Literacy Volunteers of Chicago developed a comic book as a fund raiser and decided to take it one step further by turning it into a recruiting project.

They developed a comic book to educate readers about the literacy issue and direct them into some sort of action. They also developed a poster to go with the books which was used at the point of sale and could be overprinted with other messages. The comic book had seven pages of information about literacy at the end, including six cartoon format descriptions which could be used as public service advertisements.

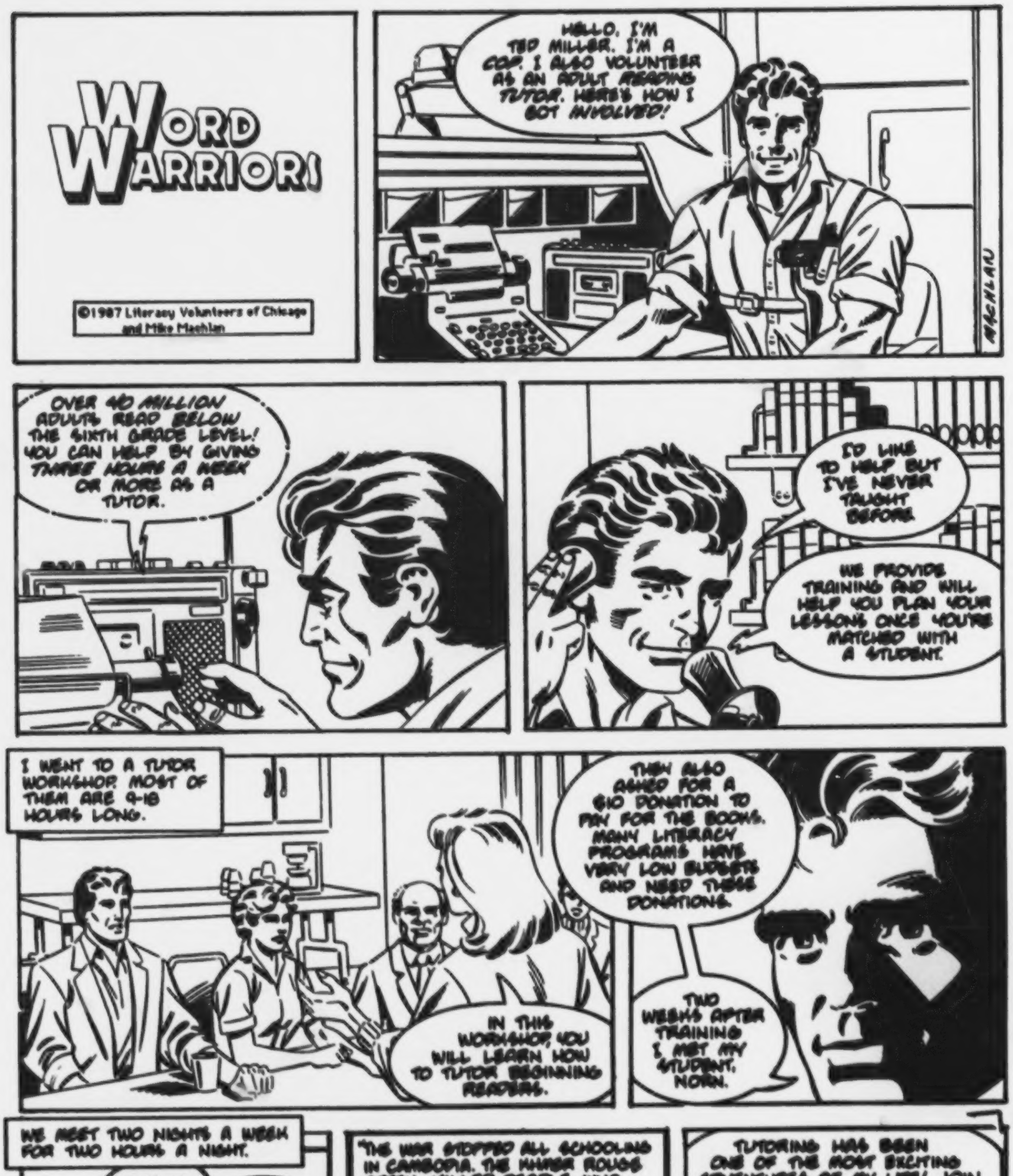
The entire project was done by volunteer labor and 90% in kind printing. There was no grant to develop the materials. The books are being sold in small comic book stores and through little league clubs and other non-profit organizations. There is no promotional budget or full-time staff working on the project.

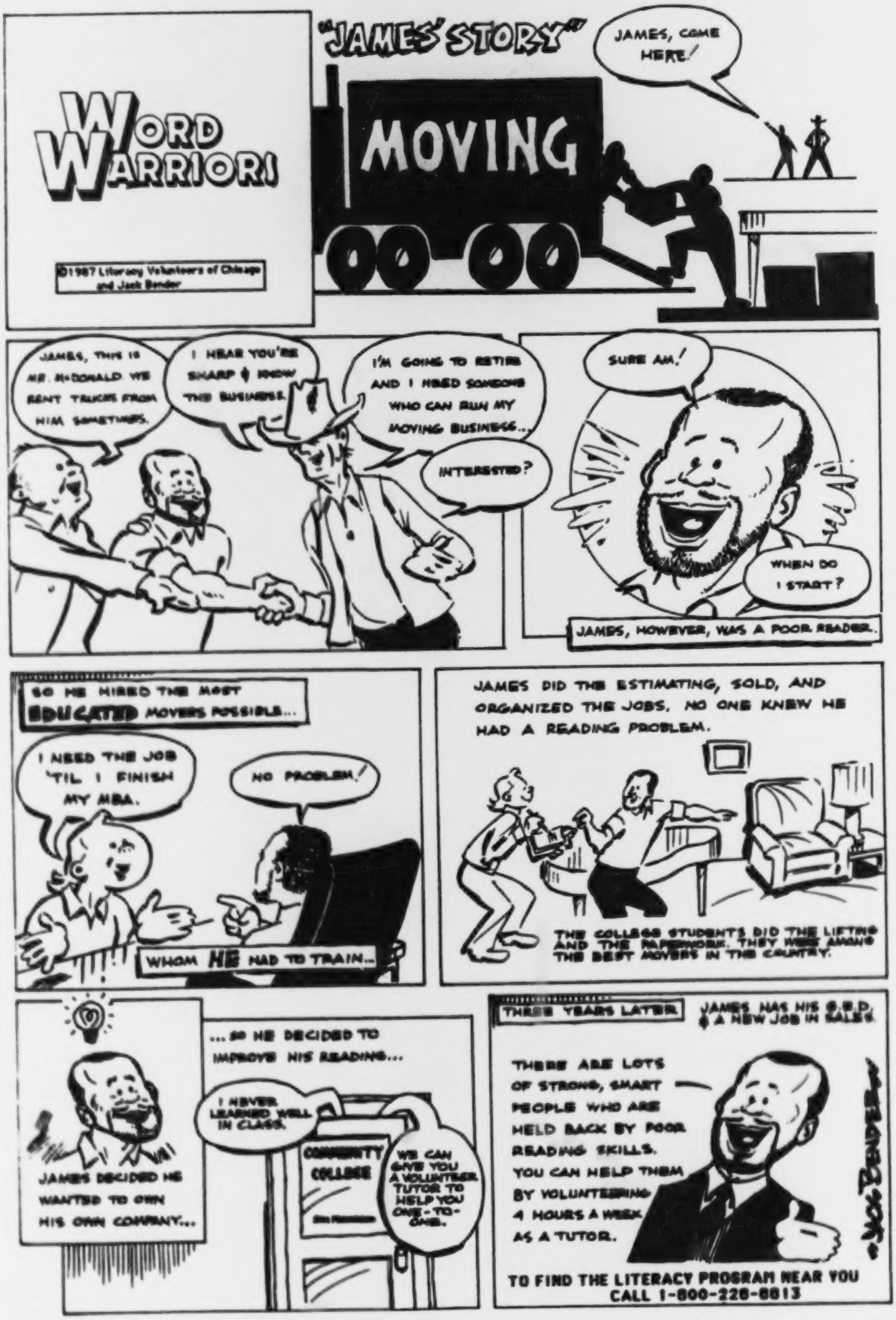
Mattes of the ads are available from the above address for a self-addressed stamped ($1.00 first class postage) manila envelope while supplies last.

Six tips for recruiting students from George Hagenauer, Literacy Volunteers of Chicago, Inc.:

1. Have a program that gets results and is accessible to the students.
2. Stress the extent of the literacy problem and be up front about its causes. If your local schools are bad - say it. Don't be afraid to be critical of the conditions your students live under.
3. Talk about people who read poorly as strong, resourceful people - as opposed to social pariahs. Few social problems are caused by illiteracy or illiterates. Illiteracy just complicates the creation of solutions. People who view themselves as strong will have the hope and vision to see how their lives can improve with new skills.
4. Make sure your program has a foundation in what your students need. Encourage student input and control. Most students have been in lots of programs. They don't come forward because most programs don't work and as a result, the students have written off education as a meaningful activity.
5. Make sure that whoever answers your phone or greets people at the door is friendly, sincere and wants to help people. Make sure they understand the students you serve and their world view.
6. Work hard to retain your students in the program. The more you retain, the less you have to recruit. We work for increasing the level of service and success instead of increasing the numbers of students.

PUBLIC SERVICE ADS FOR LITERACY:

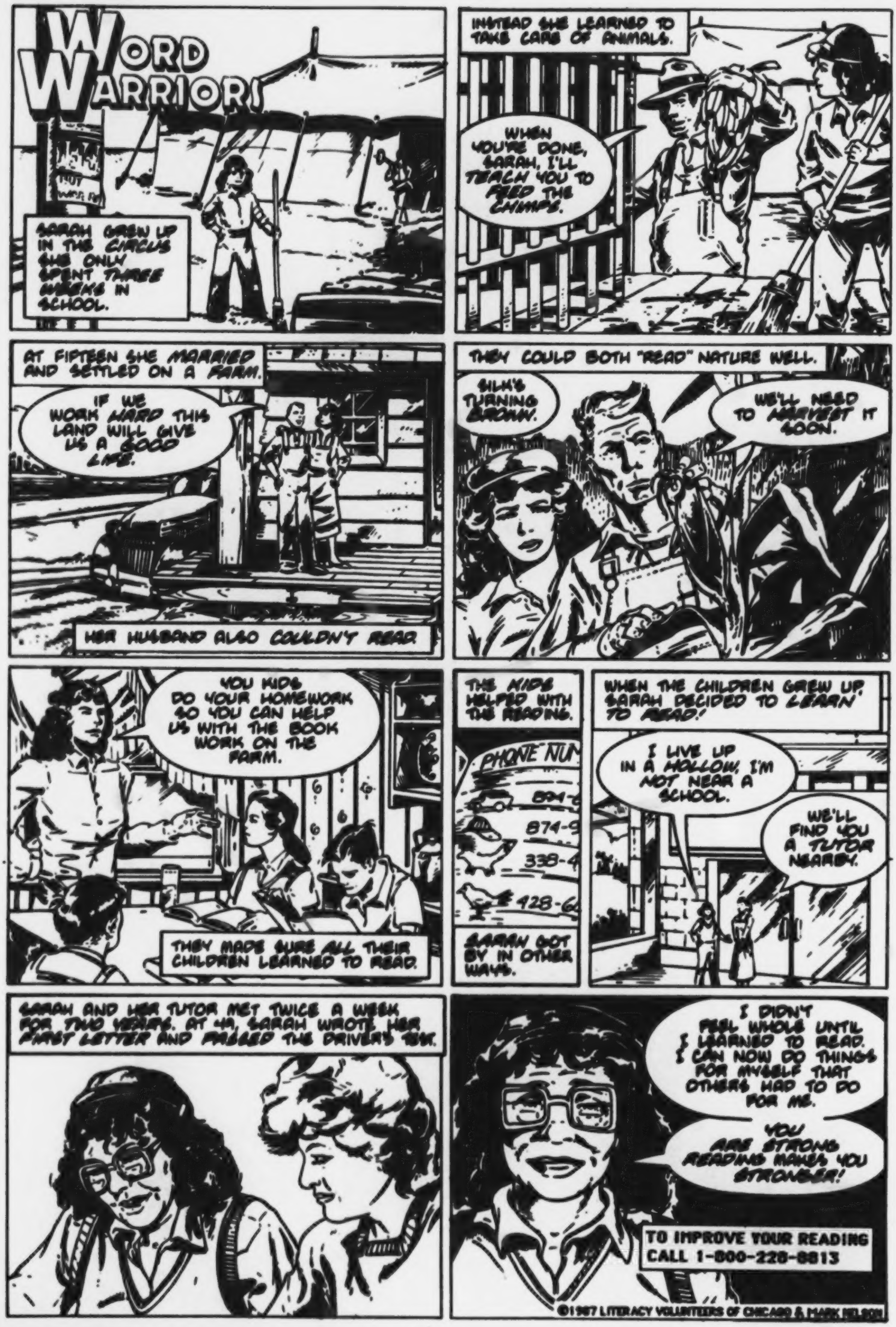

WORD WARRIORS
©1987 Literacy Volunteers of Chicago and Mike Machlan
HELLO. I'M TED MILLER. I'M A COP. I ALSO VOLUNTEER AS AN ADULT READING TUTOR. HERE'S HOW I GOT INVOLVED!
MACHLAN
OVER 40 MILLION ADULTS READ BELOW THE SIXTH GRADE LEVEL! YOU CAN HELP BY GIVING THREE HOURS A WEEK OR MORE AS A TUTOR.
I'D LIKE TO HELP BUT I'VE NEVER TAUGHT BEFORE.
WE PROVIDE TRAINING AND WILL HELP YOU PLAN YOUR LESSONS ONCE YOU'RE MATCHED WITH A STUDENT.
I WENT TO A TUTOR WORKSHOP. MOST OF THEM ARE 9-18 HOURS LONG.
IN THIS WORKSHOP, YOU WILL LEARN HOW TO TUTOR BEGINNING READERS.
THEY ALSO ASKED FOR A $10 DONATION TO PAY FOR THE BOOKS. MANY LITERACY PROGRAMS HAVE VERY LOW BUDGETS AND NEED THESE DONATIONS.
TWO WEEKS AFTER TRAINING I MET MY STUDENT, NORN.
WE MEET TWO NIGHTS A WEEK FOR TWO HOURS A NIGHT.
THIS IS NORN.
I AM FROM CAMBODIA. I CAN SPEAK ENGLISH BUT I READ IT POORLY.
"THE WAR STOPPED ALL SCHOOLING IN CAMBODIA. THE KHMER ROUGE OFTEN KILLED PEOPLE WHO COULD READ AND WRITE. I FLED FOR MY LIFE.
"TED MILLER IS HELPING ME LEARN TO READ."
TUTORING HAS BEEN ONE OF THE MOST EXCITING ADVENTURES OF MY LIFE! JOIN ME AND THOUSANDS OF OTHER VOLUNTEERS.
CALL 1-800-228-8813 FOR THE LITERACY PROGRAM NEAR YOU!

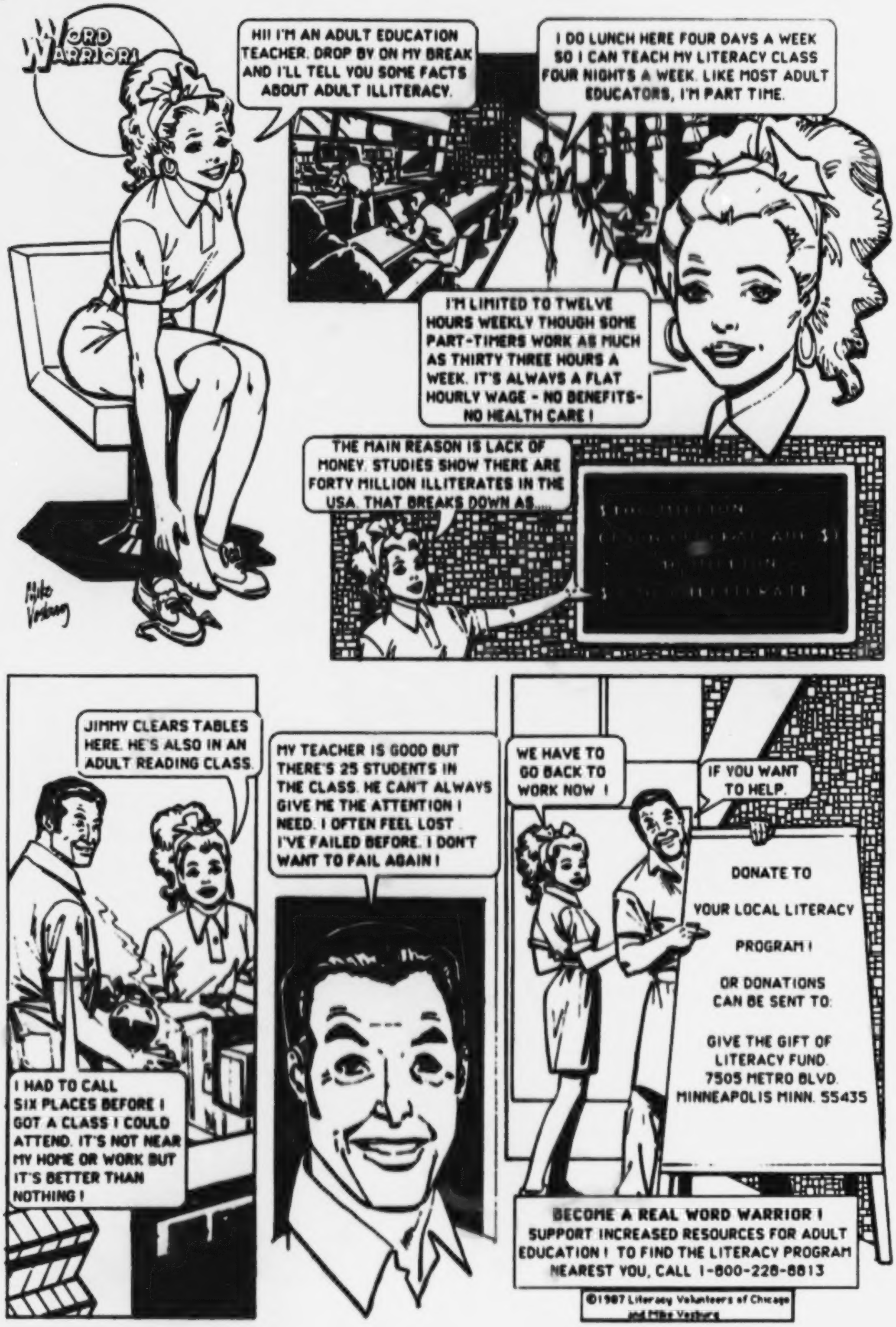

WORD WARRIOR!
©1987 Literacy Volunteers of Chicago and Jack Bender
"JAMES' STORY"
MOVING
JAMES, COME HERE!
JAMES, THIS IS MR. McDONALD. WE RENT TRUCKS FROM HIM SOMETIMES.
I HEAR YOU'RE SHARP & KNOW THE BUSINESS.
I'M GOING TO RETIRE AND I NEED SOMEONE WHO CAN RUN MY MOVING BUSINESS...
INTERESTED?
SURE AM!
WHEN DO I START?
JAMES, HOWEVER, WAS A POOR READER.
SO HE HIRED THE MOST EDUCATED MOVERS POSSIBLE...
I NEED THE JOB 'TIL I FINISH MY MBA.
NO PROBLEM!
WHOM HE HAD TO TRAIN...
JAMES DID THE ESTIMATING, SOLD, AND ORGANIZED THE JOBS. NO ONE KNEW HE HAD A READING PROBLEM.
THE COLLEGE STUDENTS DID THE LIFTING AND THE PAPERWORK. THEY WERE AMONG THE BEST MOVERS IN THE COUNTRY.
JAMES DECIDED HE WANTED TO OWN HIS OWN COMPANY...
...SO HE DECIDED TO IMPROVE HIS READING...
I NEVER LEARNED WELL IN CLASS.
COMMUNITY COLLEGE
WE CAN GIVE YOU A VOLUNTEER TUTOR TO HELP YOU ONE-TO-ONE.
THREE YEARS LATER
JAMES HAS HIS G.E.D. & A NEW JOB IN SALES.
THERE ARE LOTS OF STRONG, SMART PEOPLE WHO ARE HELD BACK BY POOR READING SKILLS. YOU CAN HELP THEM BY VOLUNTEERING 4 HOURS A WEEK AS A TUTOR.
©JACK BENDER
TO FIND THE LITERACY PROGRAM NEAR YOU CALL 1-800-228-8813

WHEN RUN,PLEASE NOTIFY

GEORGE HAGENAUER
LITERACY VOLUNTEERS OF
9 W. WASHINGTON RM.460
CHICAGO ILLINOIS 60602

312/236-0341


WORD WARRIORS
SARAH GREW UP IN THE CIRCUS. SHE ONLY SPENT THREE WEEKS IN SCHOOL.
INSTEAD SHE LEARNED TO TAKE CARE OF ANIMALS.
WHEN YOU'RE DONE, SARAH, I'LL TEACH YOU TO FEED THE CHIMPS.
AT FIFTEEN SHE MARRIED AND SETTLED ON A FARM.
IF WE WORK HARD THIS LAND WILL GIVE US A GOOD LIFE.
HER HUSBAND ALSO COULDN'T READ.
THEY COULD BOTH "READ" NATURE WELL.
SILK'S TURNING BROWN.
WE'LL NEED TO HARVEST IT SOON.
YOU KIDS DO YOUR HOMEWORK SO YOU CAN HELP US WITH THE BOOK WORK ON THE FARM.
THEY MADE SURE ALL THEIR CHILDREN LEARNED TO READ.
THE KIDS HELPED WITH THE READING.
PHONE NUM
874-9
338-4
428-6
SARAH GOT BY IN OTHER WAYS.
WHEN THE CHILDREN GREW UP, SARAH DECIDED TO LEARN TO READ!
I LIVE UP IN A HOLLOW, I'M NOT NEAR A SCHOOL.
WE'LL FIND YOU A TUTOR NEARBY.
SARAH AND HER TUTOR MET TWICE A WEEK FOR TWO YEARS. AT 49, SARAH WROTE HER FIRST LETTER AND PASSED THE DRIVER'S TEST.
I DIDN'T FEEL WHOLE UNTIL I LEARNED TO READ. I CAN NOW DO THINGS FOR MYSELF THAT OTHERS HAD TO DO FOR ME.
YOU ARE STRONG. READING MAKES YOU STRONGER!
TO IMPROVE YOUR READING CALL 1-800-228-8813
©1987 LITERACY VOLUNTEERS OF CHICAGO & MARK NELSON


WORD WARRIOR!
HI! I'M AN ADULT EDUCATION TEACHER. DROP BY ON MY BREAK AND I'LL TELL YOU SOME FACTS ABOUT ADULT ILLITERACY.
I DO LUNCH HERE FOUR DAYS A WEEK SO I CAN TEACH MY LITERACY CLASS FOUR NIGHTS A WEEK. LIKE MOST ADULT EDUCATORS, I'M PART TIME.
I'M LIMITED TO TWELVE HOURS WEEKLY THOUGH SOME PART-TIMERS WORK AS MUCH AS THIRTY THREE HOURS A WEEK. IT'S ALWAYS A FLAT HOURLY WAGE - NO BENEFITS- NO HEALTH CARE !
THE MAIN REASON IS LACK OF MONEY. STUDIES SHOW THERE ARE FORTY MILLION ILLITERATES IN THE USA. THAT BREAKS DOWN AS.....
JIMMY CLEARS TABLES HERE. HE'S ALSO IN AN ADULT READING CLASS.
I HAD TO CALL SIX PLACES BEFORE I GOT A CLASS I COULD ATTEND. IT'S NOT NEAR MY HOME OR WORK BUT IT'S BETTER THAN NOTHING !
MY TEACHER IS GOOD BUT THERE'S 25 STUDENTS IN THE CLASS. HE CAN'T ALWAYS GIVE ME THE ATTENTION I NEED. I OFTEN FEEL LOST. I'VE FAILED BEFORE. I DON'T WANT TO FAIL AGAIN !
WE HAVE TO GO BACK TO WORK NOW !
IF YOU WANT TO HELP.
DONATE TO
YOUR LOCAL LITERACY
PROGRAM !
OR DONATIONS CAN BE SENT TO:
GIVE THE GIFT OF LITERACY FUND.
7505 METRO BLVD.
MINNEAPOLIS MINN. 55435
BECOME A REAL WORD WARRIOR !
SUPPORT INCREASED RESOURCES FOR ADULT EDUCATION ! TO FIND THE LITERACY PROGRAM NEAREST YOU, CALL 1-800-228-8813

©1987 Literacy Volunteers of Chicago and Mike Vosburg

PUBLIC SERVICE ADS FOR

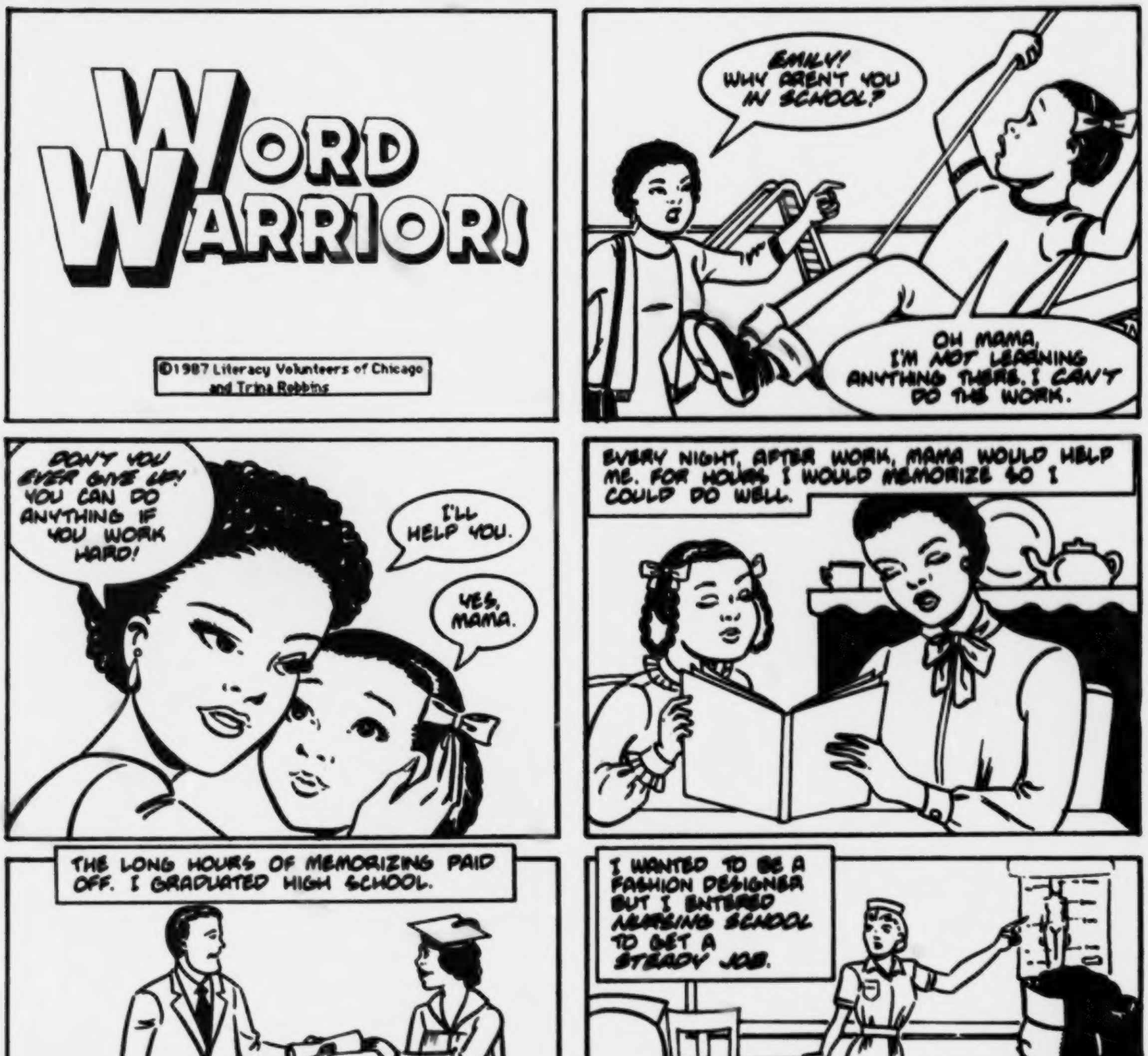
WHEN RUN, PLEASE NOTIF

GEORGE HAGENAUER
LITERACY VOLUNTEERS O
9 W. WASHINGTON RM.46
CHICAGO ILLINOIS 6060

312/236-0341

OPTIONAL TAG LINES:

HELP SOMEONE LEARN T
CALL 1-800-228-8813


WORD WARRIORS
©1987 Literacy Volunteers of Chicago and Trina Robbins
EMILY! WHY AREN'T YOU IN SCHOOL?
OH MAMA, I'M NOT LEARNING ANYTHING THERE. I CAN'T DO THE WORK.
DON'T YOU EVER GIVE UP! YOU CAN DO ANYTHING IF YOU WORK HARD!
I'LL HELP YOU.
YES, MAMA.
EVERY NIGHT, AFTER WORK, MAMA WOULD HELP ME. FOR HOURS I WOULD MEMORIZE SO I COULD DO WELL.
THE LONG HOURS OF MEMORIZING PAID OFF. I GRADUATED HIGH SCHOOL.
BUT I STILL COULDN'T FIGURE WORDS OUT ON MY OWN.
I WANTED TO BE A FASHION DESIGNER BUT I ENTERED NURSING SCHOOL TO GET A STEADY JOB.
MAMA HELPED ME REMEMBER MY LESSONS. I GOT MY NURSING LICENSE.
I BEGAN FASHION SCHOOL AND GOT A FREE TUTOR FROM A LITERACY PROGRAM.
YOU KNOW LOTS OF WORDS. I'LL TEACH YOU PHONICS SO YOU CAN LEARN THEM BY YOURSELF.
WOW! EMILY, THESE ARE REALLY GOOD!
THIS TIME I GOT MY DEGREE BUT I LEARNED TO READ, TOO!
LOOK OUT NEW YORK! HERE I COME!
TO FIND THE LITERACY PROGRAM NEAR YOU- CALL 1-800-228-8813

Reach Out To Read

Literacy Volunteer of America
Northwest Indiana Affiliate
200 W. Indiana Avenue
Chesterton, Indiana 46304
(219) 926-7696

Contact: Nancy H. Wilhelm
Chair Duneland Unit LVA

The Reach Out To Read idea came about through the cooperative efforts of the Westchester Public Library, the Chesterton Adult Learning Center and the Northwest Indiana Literacy Volunteers of America. A government grant for $6,899.40 was received under the Literacy and Library Educational Services Outreach Program. The monies paid the salaries of the two outreach workers (each a recent GED graduate), advertising, promotional cards, flyers, buttons, magnetic car signs for the two workers, etc.

Over the period of the year, the outreach workers visited every social service agency in the county telling them of the reading program (ESL, ABE, GED, and many other entrance test preparatory studies); went to alcohol and drug anonymous meetings to speak; visited with ministers and church groups; spoke at Rotary, Kiwanis, etc. meetings; went to local union halls to talk with members as individuals or as a group; struck up conversations with people in laundromats, bars, shopping centers, garage/service stations; went door-to-door handing out an invitation to a literacy open house in a low income housing project and literally hit the pavement in areas where the need was felt. All the time, workers handed out Reach Out To Read cards and hung up flyers in all the locations visited.

Results are uncertain. There were at least 50 new students that came to the Adult Learning Center with cards or flyers. Many more came without cards. There has been a noticeable increase in the awareness of the free educational assistance. Referrals from social agencies continue to come in and the number of individuals wanting tutor training has also increased. The seeds were planted in the community and only time will tell the full harvest.

INVITES YOU TO
ATTEND AN OPEN
HOUSE AT THE
JAMESTOWN
COMMUNITY
CENTER
FROM
10 AM TO 11 AM
THURSDAY
NOVEMBER 19

STUDY FOR YOUR GED

BRUSH UP ON YOUR
READING AND ENGLISH
SKILLS

YOU COULD
EVEN
WIN

A FREE
TURKEY

VALPARAISO ADULT
LEARNING CENTER

IN COOPERATION WITH THE
WESTCHESTER PUBLIC
LIBRARY
OUTREACH PROGRAM

Reach Out to Read!

Free Help with Reading & Writing

Confidential, one-to-one tutoring

Adult Learning Center
Westchester Public Library
200 West Indiana Ave.
Chesterton, In. 46304

Hours
Monday, Tuesday & Thursday 9 a.m. - 3 p.m.
Wednesday 9 a.m. - 8:30 p.m.

Please Phone, 926-

Adult Learning Center
Westchester Public Library
200 W. Indiana Ave.
Chesterton, In. 46304
926-7696

Reach Out To Read!
Free Help with Reading & Writing
Confidential, one-to-one tutoring

Hours: Monday, Tuesday & Thursday 9 a.m. - 3 p.m., Wednesday 9 a.m. - 8:30 p.m.

Together, We Can Learn

Greater Indianapolis Literacy League, Inc.
c/o Indianapolis-Marion County Public Library
P.O. Box 211
Indianapolis, Indiana 46206
(317) 269-1745

Contact: Mary Ann Ponder
Head of Literacy Services

During 1986 and 1987, the Greater Indianapolis Literacy League (GILL) reached the parents of thousands of public school students in the Marion County area with news about its volunteer literacy program through flyers sent home through their school.

The Indianapolis-Marion County Public Library printed about 55,000 flyers, at no cost to GILL, as a community service. The public relations office of the Indianapolis Public Schools gave permission for GILL to distribute the flyers to the students.

Initially, 30,000 flyers were sent home with elementary school children. The flyers carried messages such as: "You can learn to read" and "You can teach someone to read". The following year, 25,000 flyers with the same messages were sent home with middle school and high school students.

Exact numbers for this promotion are hard to determine since the national television networks began airing public service announcements about the same time. The number of calls on the Marion County "literacy hotline" have more than tripled. In the January-February 1986 period, 441 calls were received. During the same period in 1987, there were 903 calls and 1378 calls in 1988. These numbers indicate that public awareness has increased.

YOU
CAN
LEARN
TO
READ

YOU
CAN
TEACH
SOMEONE
TO
READ

Help make someone's world a little brighter. Give the gift of reading. An estimated one out of five adults cannot read or write above a fourth grade level. The impact of this statistic is measured in terms of human suffering, low-paying jobs, and lost opportunities.

The Greater Indianapolis Literacy League addresses the problem of illiteracy by training volunteers to teach basic communication skills. Tutors then meet with adult learners on a one-to-one basis in local libraries, churches, and community centers. There is no fee charged for tutoring though students are asked to pay for their study materials.

Join the fight against illiteracy. Learn how you can become a volunteer tutor. Call 269-1745. Do it today! If you know someone who wants to learn to read, refer the same telephone number to that person. Confidentiality is respected.

INDIANAPOLIS-MARION COUNTY PUBLIC LIBRARY

GREATER INDIANAPOLIS LITERACY LEAGUE
269-1745

Together, we can learn.

Greater Indianapolis Literacy League, Inc.

Together, we can learn.

Student Coalition for Reading

Lafayette Adult Reading Academy
604 North Sixth Street
Lafayette, Indiana 47901
(317) 742-1595

Contact: Emily E. Bramson
Teacher

The Lafayette Adult Reading Academy - LARA (an adult basic education program) has an on-going recruiting effort headed by the Student Coalition. The coalition works with a staff member on ways of improving the program and in planning special activities.

In its twelve year history, the Academy has found that word of mouth plays an important role in recruiting and submitted a list of ways the Coalition has extended this role to provide continual publicity:

1. Local newspaper articles about the LARA appear regularly during the year.

2. The Student Coalition arranged for a sponsor and organized a booth at a local fair. Many people saw the display and stopped to learn more about the program.

3. As a fund raiser, the Coalition sold mugs with the LARA logo. Mugs were sold outside the program as well as in the classes. Not only was money raised but the community awareness increased.

4. The LARA's annual holiday party was held as an open house to family and friends. This was an opportunity to show the program to visitors in an informal and non-threatening manner.

5. Signs and posters were placed throughout the community in locations where there was increased visability to potential students. Posters were placed at the library, post office, supermarkets, laundromats, gas stations and schools.

6. Since students become involved in planning their own programs through the Coalition, they become more motivated. They have a voice in how the program is operated and have a chance to enhance their own learning.

Give The Gift Of Literacy

Iowa Central Community College
Adult Basic Education
330 Avenue M
Fort Dodge, Iowa 50501
1-800-362-2793 or (515) 576-7201

Contact: Linda M. Sievert
Coordinator

Give The Gift Of Literacy is an Adult Basic Education speaker's bureau program which was presented to thirty-six clubs and organizations in 1986-87 in Fort Dodge, Iowa. The program reached over one thousand people and secured ninety-four new tutors in twenty-four different communities. These tutors gave over three thousand tutoring hours helping eighty students.

The program format was based on five criteria on choosing a gift. The criteria were expanded for focus on the literacy issue and what can be done to help. Criteria included the following:

1. Is it needed? Project Literacy US reported in September 1986 that twenty-three million American adults are functionally illiterate. Fifteen million employed adults are illiterate and of the unemployed, we find 50-75% unable to read above the fourth grade level. U.S. News forecasts a decline in reading skills that could lead in twenty years to an elite literate class amounting to only thirty percent of the population. Yes, it is needed.

2. How much will it cost? Sixty percent of the inmates in correctional institutions are illiterate. That costs us $6.6 billion yearly. Persons with less than a sixth grade education are four times more likely to end up on welfare. An illiterate earns 42% less than a high school graduate. That's eight billion dollars in lost tax revenue and five billion dollars spent on welfare support. It's costing a lot.

3. Will he/she want it? He can't read want ads for a job, she can't look up a phone number or address, he can't read the bargains in the store, she can't read recipes to cook a simple meal. Yes, they want it.

4. Will I be happy with the gift I choose? Ask someone who has been in the program a few months. Unmistakably, yes.

5. How do I get my gift and give it? Contact the Coordinator of ABE or any outreach worker. What a privilege it is to give the gift of literacy!
about

For more information:

Fill out the attached form and send it to:
Jane Hobart
Adult & Community Education
I.C.C.C.
330 Avenue M
Fort Dodge, Iowa 50501

For more information:

Call the Adult & Community Education Division at Iowa Central Community College.

— 1-800-362-2793 —

— 515-576-7201 —

Ask for Linda Sievert
or
Jane Hobart

Reading One to One

Light Up Your Life! Learn to Read or Be A Literacy Tutor

Adult and Community
Education Division
Iowa Central Community College

"EACH ONE TEACH ONE"

ADULT BASIC EDUCATION

For the Student:

What is the Adult Literacy Program?

A volunteer tutor and a student cooperate in teaching the latter to read.

When are the classes?

Anytime mutually convenient to tutor and student.

Where are the classes?

In your hometown. Your tutor will notify you of your location.

How much does it cost?

It's free. All materials are free and tutors are volunteers.

Who can enter the program?

Any adult non-reader or any adult who reads at a low skill level.

Why can I learn to read now when I haven't been able to learn before?

For many reasons:

a. The approach to teaching you is new and different.
b. You're the only student or the member of a very small group.
c. You progress at your own speed.
d. You're more interested in learning than you used to be.
e. Your tutor really cares, and is trained to help you!
f. You have the world of adult experience to draw upon.

What should I do to register for the program?

Call Jane Hobart at 1-800-362-2793 or 576-7201.

For the Tutor:

How do I become an adult literacy tutor?

By phoning Iowa Central Community College and volunteering. Call: 1-800-362-2793 or 576-7201 and ask for Jane Hobart.

Do I need a teaching background to volunteer?

No. Any adult who can read, and who has a sincere interest in learning to teach another may volunteer.

How will I know what to do?

Tutor Training workshops are offered to instruct you in the skills of being an adult literacy tutor.

Will my student be a complete non-reader?

Students' skills and abilities vary. Most are not complete non-readers but have rudimentary skills in reading. Almost all are started at the very beginning, so that the tutor may check for a missing skill which may be a part of the student's problem in learning to read.

How much time will it take?

Classes are usually scheduled twice weekly and last from one to one and a half hours each time. Preparation and travel may require additional time.

How long will I need to tutor my student?

Each student progresses at his/her own rate. It may take anywhere from six months to two years (or more) for your student to complete this program. We ask for at least a six month commitment. If you need to be relieved of your duties, another tutor can be found to replace you.

Please check one:

☐ I need reading help.
☐ I am interested in being a tutor.

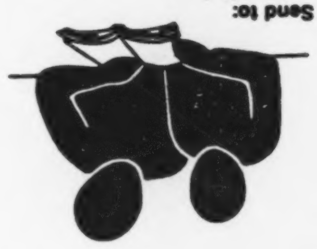
Request for Information

Name ____________________

Address ____________________
Street

City ____________ State ____________ Zip ____________

Phone (________) ____________________
area code



Send to:
Jane Hobart
Adult and Community Education
ICCC
330 Ave. "M"
Fort Dodge, Iowa 50501
Or Call:
1-800-362-2793 or 515-576-7201

LVA Centenary College Program

Literacy Volunteers of America
2911 Centenary Boulevard
P.O. Box 41188
Shreveport, Louisiana 71134-1188
(318) 869-5179

Contact: Mrs. David Crow
Publicity

Taking advantage of interest created by the National Literacy Week, the LVA - Centenary Program created a way to alert the public to the need of literacy education and to encourage people to volunteer as tutors or become new readers.

Television played a large part in the promotion. Three thirty second Public Service Announcements were aired free of charge and were used on a repeating schedule for three weeks. Volunteers were interviewed on talk shows and evening news programs. "Call 3 Hotlines" were provided and manned to answer questions resulting from these programs. The ABC made-for-TV movie, Bluffing It, ran crawlers with the local hotline number.

Radio also aired Public Service Announcements for two weeks. The announcements included information about tutor workshops and a telephone number for prospective students. Interviews were also aired.

Newspapers helped the effort through three articles: one on the program in general, one as a profile of some students, and one on the recipient of the Ruth Colvin Outstanding Tutor Award, Bess Lambert. An editorial lauded the success of the LVA programs.

Posters and brochures were distributed to churches, groceries and other high traffic areas. Sixty churches were contacted and asked to spread the word about LVA.

As a result of this promotion, two additional workshops for tutors were scheduled. Currently, in addition to the 200 people involved with teaching or learning, many prospective students are being interviewed, tested and placed with tutors. The phone continues to show community interest and support.

TV Spots Work

Literacy Volunteers of America
Capital Area Literacy Coalition
P.O. Box 13163
Lansing, Michigan 48901
(517) 485-4949

Contact: Joe Veneklase
Literacy Trainer

What is the best way to reach the largest number of people? The answer has to be television. The Literacy Volunteers of America - Capital Area Literacy Coalition (LVA-CALC), since its inception in April 1985, has taken advantage of this medium to reach, at no cost, more than a half a million potential students each day through Public Service Announcements (PSA) broadcast three times a day on WSYM, Channel 47, who shares in a committment to adult literacy.

Dale Parker, Station Manager for WSYM, is an LVA-CALC Board Member. He has been a media lifeline. Not only are the PSA aired but the Coalition is granted free workshop space in the station's conference room. Because of WSYM's involvement, the 125 volunteer tutors of the LVA-CALC are presently serving 146 students.

Community and media support of local literacy programs is vital. Previous PSA's have included local Congressmen and the Mayor as spokespersons for the Coalition. These spots have given the Coalition a surplus of volunteer tutors. Channel 47 and the Michigan State University Media Services, through WKAR, Channel 23, are working with the Coalition staff to produce three commercial quality PSA's. These new spots will be focused toward recruiting students. Themes will include family, work and religion.

Coalition staff members have finished scripts for the commercials and shooting will begin shortly. The University's media services will coach the local students and shoot the film. Channel 47 will edit the final PSA. Student enrollment is expected to jump as the high quality PSA's reach their hearts and minds through the Coalition's own students - turned readers - turned actors.

Westonka Adult Education Project

Adult Basic Education/G.E.D.
Westonka Community Center
5600 Lynwood Blvd.
Mound, Minnesota 55364
(612) 472-1600

Contact: Sheryl Butson
Outreach Coordinator

The Westonka Education Project, located in metro Minneapolis, serves 12 school districts (many rural) and a county correctional facility. They serve a wide variety of needs in adults. Their classes include A.B.E. and ESL with a large part of the program devoted to a volunteer component of Laubach Reading tutoring.

One of the most successful promotional techniques for this program started two years ago at their annual graduation and awards ceremony. Student "testimonials" were included in the ceremony which is attended by 200 to 300 people. In 1986, a 40-year-old Laubach student shared his story of literacy success. Curtis went from a non-reader to a third grade reading level with the help of his Laubach tutor. It was difficult for this man, known to many in the community as a successful magician and cook, to stand up and admit that he could not read. The response to his story was overwhelming. People with tears in their eyes came with questions about becoming involved as students and tutors.

As a result of that night, Curtis was ready to tell his story to other people. He appeared on a local television talk show dealing with literacy. The phone calls poured in. A local newspaper did a feature article on Curtis and his struggle to become literate. More phone calls and more participants resulted. National recognition came when Curtis was invited to participate in the National Issues Forum and Bicentennial Celebration.

Currently the Westonka Education Project is setting up a support group for non and low level readers. Curtis will be the leader of this group which is expected to recruit many new students.

Because of this promotion, the Adult Basic Education program has grown in other ways. Participation has increased so that five day classes have been added to accommodate the increasing enrollment. An ESL class of six is going strong, volunteer Laubach and ESL tutors is up one third from last year and GED graduates increased by 40.

48

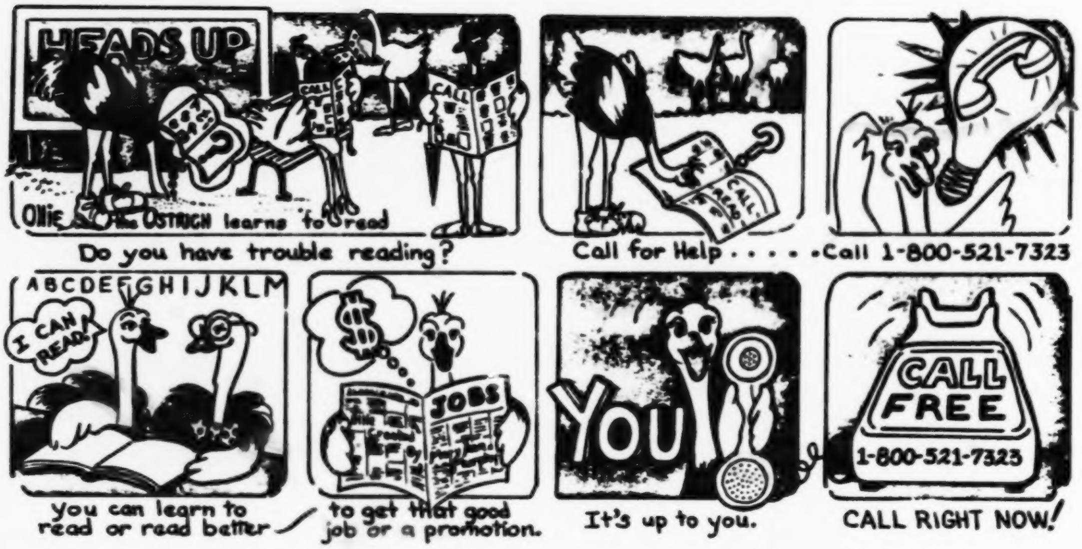
Heads Up

Missouri Coalition For Adult Literacy
8346 Delcrest Drive
University City, Missouri 63124
(314) 872-1980

Contact: Diana S. Schmidt
Director

The Missouri Division of Social Services developed a cartoon for the purpose of recruiting participation in the ABE Literacy program.

The cartoon was enclosed in AFDC checks at the end of May last year and resulted in 160 new students calling the hotline for help.


HEADS UP
CALL
CALL
OLLIE the OSTRICH learns to read
Do you have trouble reading?
CALL READ
Call for Help . . . . .Call 1-800-521-7323
ABCDEFGHIJKLM
I CAN READ
You can learn to read or read better
$
JOBS
to get that good job or a promotion.
YOU
It's up to you.
CALL FREE
1-800-521-7323
CALL RIGHT NOW!

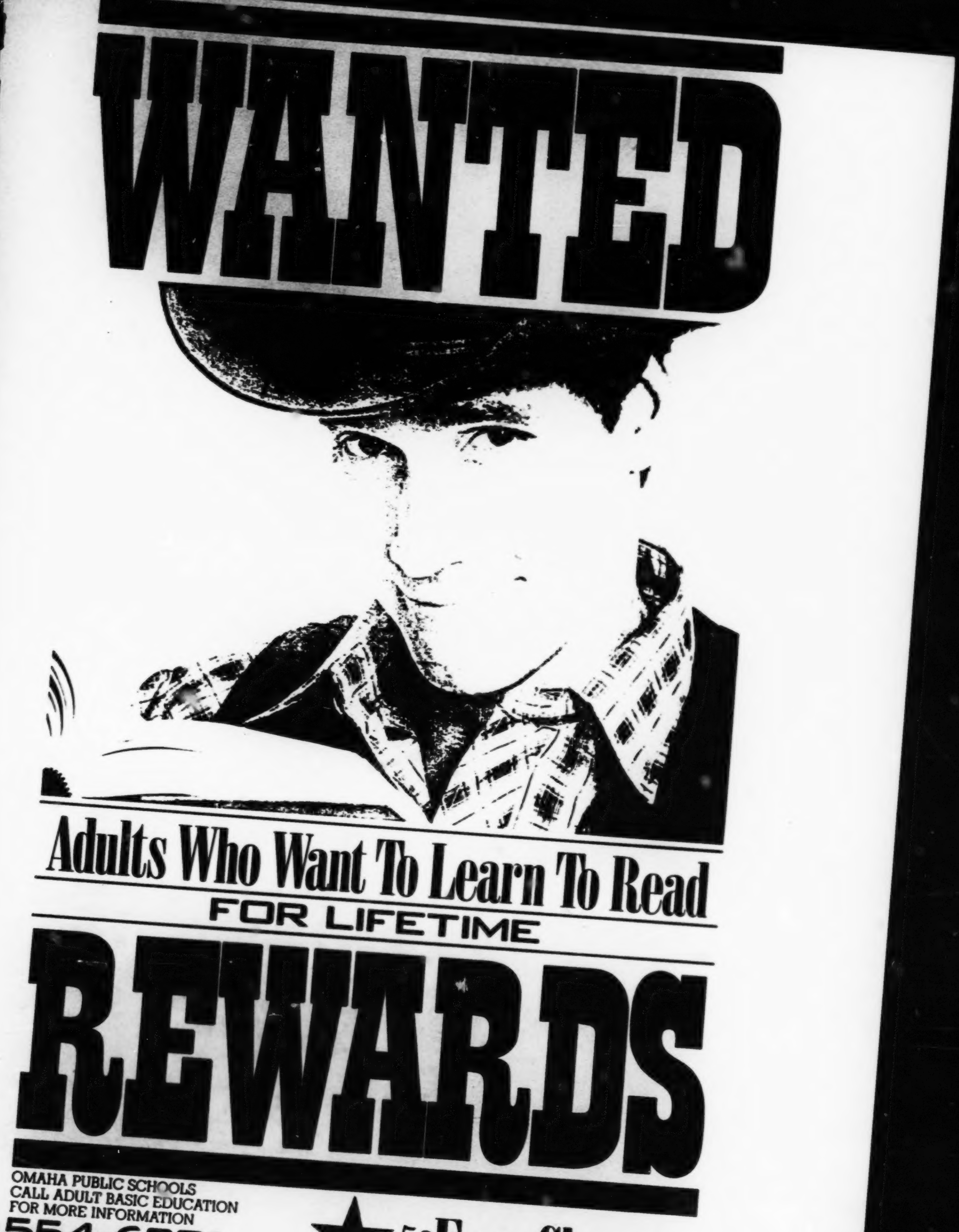
Wanted - For A Lifetime Of Rewards

Omaha Public Schools
Division of Vocational and
Adult Education
4469 Farnam Street
Omaha, Nebraska 68131
(402) 554-6382

Contact: Connie Eichhorn
Staff Assistant

To promote the Adult Basic Education program in Omaha, also known as River City, a cowboy theme was used. Brochures resembling a "Wanted poster" were placed in many public locations throughout the city. Public service announcements using the same theme were aired on local television stations.

The campaign began in September, 1987 and to date the program has received many calls from potential students and volunteers. Two volunteer training sessions have already been conducted. The full impact is expected to be known within the year.



WANTED

Adults Who Want To Learn To Read

FOR LIFETIME

REWARDS

OMAHA PUBLIC SCHOOLS
CALL ADULT BASIC EDUCATION
FOR MORE INFORMATION
554-6381

★ 52 Free Classes

From

Mail to ADULT BASIC EDUCATION
OMAHA PUBLIC SCHOOLS
4469 FARNAM
OMAHA, NE 68131

PLACE
STAMP
HERE

What is ABE?

Adult Basic Education (ABE) is a local, state, and national program to provide basic education skills at no cost to the student who is 16 years or older and not enrolled in school.

The program has three major components:

1. Adult Basic Education for those with less than an eighth grade education.
2. English As a Second Language (ESL) for residents wishing to learn to speak, read and write English.
3. General Educational Development (GED) for those with less than a high school diploma.

There are NO charges to the student for this instruction, offered morning, afternoon, and evenings at various locations throughout the city. Students pay only for taking the GED tests and a diploma.

A project of The Junior League of Omaha

ADULT BASIC EDUCATION
OMAHA PUBLIC SCHOOLS 554-6381

WANTED

- **Volunteer Tutors**
- **Students**
- **Community Support**

OMAHA PUBLIC SCHOOLS
ADULT EDUCATION
554-6381

REWARDS

Students

- Improve basic educational skills
- Receive individual reading help
- Prepare for GED testing
- Study for citizenship
- Learn English as a second language
- Attend free classes

REQUIREMENTS

- Be at least 16 years old
- Attend class regularly
- Register at the class site
- Not enrolled in a secondary school

The only qualification is a desire to learn.

Volunteers

- Try something new and fulfilling
- Help others improve basic skills
- Support local literacy effort
- Share your enthusiasm for learning
- Receive as much as you give

REQUIREMENTS

- Attend an orientation session
- Commit 2-3 hours weekly
- Provide moral support to students
- Assist instructor in the classrooms

The only degree you need is a degree of caring.

Cut along this line

I would like more information.

___ English as a second language
___ Basic skills classes
___ GED tests
___ Volunteer Tutoring
___ Other (please specify) ____

Last Name	First Name	Date
Street/P.O. Box	City	State Zip
Telephone		

WANTED

- Volunteer Tutors
- Students
- Community Support

Adult Tutorial Program

Keene State College
Keene, New Hampshire 03431
(no phone given)

Contact: Betty Cox
Coordinator

Year in and year out, there is only one sure-fire way for the Cheshire County's Adult Tutorial Program to encourage volunteers to become tutors of undereducated adults in their area. That method is the local newspaper.

When all sources of volunteers are listed, the various newspapers in the county head the list. Ms. Cox feels that an appeal through a newspaper that is read regularly is effective since it appeals to the average adult's psyche that responds to a call for help by their less fortunate friends and neighbors. Reading ability is so important to some people that they are compelled to help.

No actual numbers of recruited tutors were reported.

A Keene Idea

Keene School District
Community Education
Keene High School
43 Arch Street
Keene, New Hampshire 03431
(603) 357-0088

Contact: Barbara S. Tremblay
Director of Community Education

The Community Education Office of Keene, New Hampshire is pleased with its success in a joint effort with the community. A series of five advertisements were published in the local newspaper, The Keene Sentinel, whose circulation is widespread into all the outlying towns.

Two factors added excitement to the ad campaign. First, the editor of this newspaper believes strongly in literacy opportunities. When approached, he designed and printed the ads free of charge. Secondly, the poignancy of the ad itself has had a great impact on the enrollment figures of various adult education programs.

THE WOMAN IN THE SECOND PEW DESPERATELY WANTED TO READ ALOUD FROM THE BIBLE.

"I know where you
can improve your reading,"
her minister said.

LITERACY:

Do you know
a person who
needs to read?

Adult Basic Education
Keene, N.H.
357-0088

One of a series of notices on the human and social aspects of illiteracy, from a company that wouldn't exist but for people who read.

The Keene Sentinel
60 West Street, Keene, NH

WITH HER HUSBAND GONE, THERE WAS NO ONE TO DO THE READING.

"I'll have to learn to do it myself," she said.

LITERACY:

Do you know
a person who
needs to read?

Adult Basic Education
Keene, N.H.
357-0088

One of a series of notices on the human and social aspects of illiteracy, from a company that wouldn't exist but for people who read.

The Keene Sentinel
60 West Street, Keene, NH

ONLY THE BOSS HIMSELF KNEW HOW LITTLE HE COULD READ.

"This company depends on me," he said. "I've got to learn how to read."

LITERACY:

Do you know
a person who
needs to read?

Adult Basic Education
Keene, N.H.
357-0088

One of a series of notices on the human and social aspects of illiteracy, from a company that wouldn't exist but for people who read.

The Keene Sentinel
60 West Street Keene, NH

THE HIGH SCHOOL DROPOUT FINALLY GOT A JOB WITH A REAL FUTURE.

"I learned how to read!" he told his daughter.

LITERACY:

Do you know a person who needs to read?

Adult Basic Education
Keene, N.H.
357-0088

One of a series of notices on the human and social aspects of illiteracy, from a company that wouldn't exist but for people who read.

The Keene Sentinel
60 West Street, Keene, NH

THE SHOP FOREMAN HEARD THE WORKER ADMIT HE COULDN'T READ THE JOB POSTING.

"There's a place you can learn to read," he said."

LITERACY:

Do you know a person who needs to read?

Adult Basic Education
Keene, N.H.
357-0088

One of a series of notices on the human and social aspects of illiteracy, from a company that wouldn't exist but for people who read.

The Keene Sentinel
60 West Street Keene, NH

Adults Learn to Read

Adult Learning Center
4 Lake Street
Nashua, New Hampshire 03060
(603) 882-9080

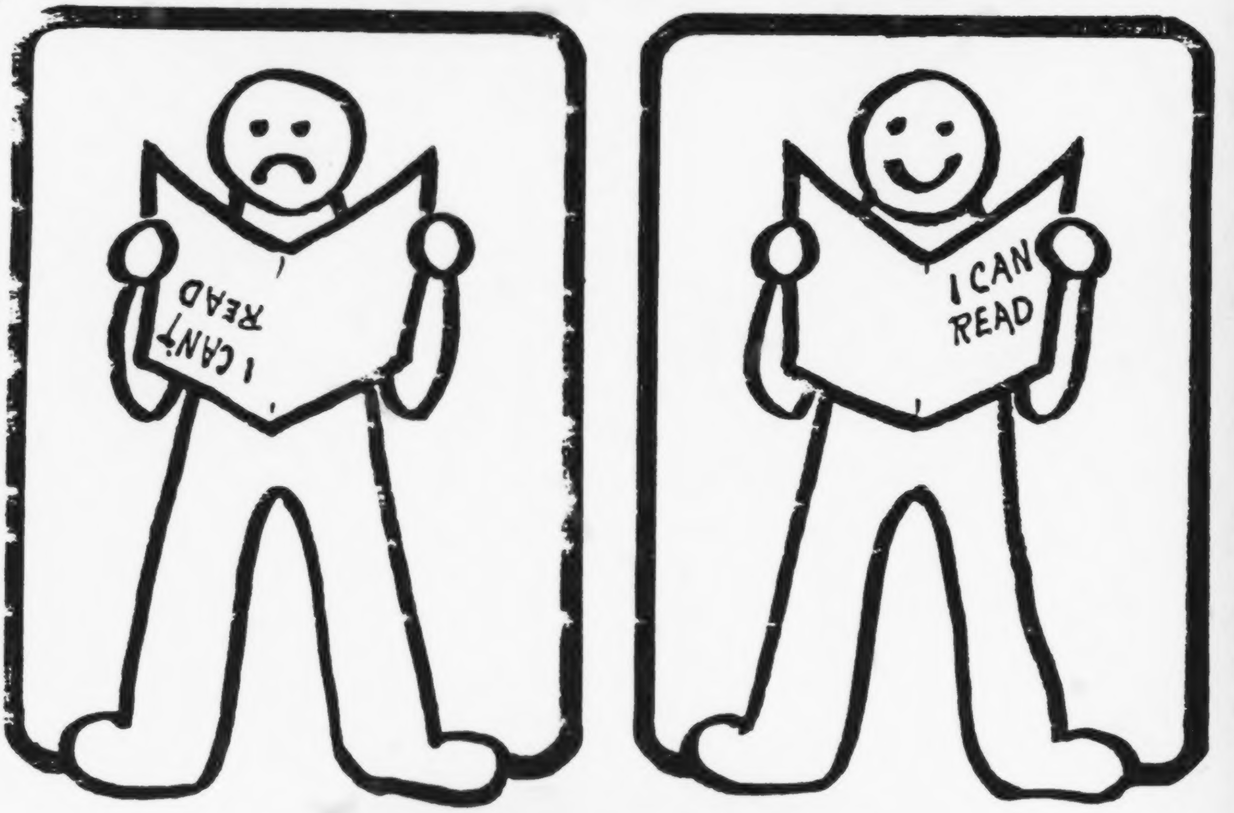
Contact: Muriel Shaw
Adult Tutorial Program

A graphically simple, yet effective flyer was produced by two volunteers as part of academic work in community service. It is targeted to the undereducated adult who is lacking basic reading skills.

No information was reported for the flyers as to the cost or distribution but the enrollment in the Adult Tutorial Program increased nearly 50% over last year.

for YOU or SOMEONE YOU KNOW.....

ADULT
LEARN TO READ



FREE

Adult Tutorial Progam

4 Lake Street
Nashua, N.H. 03060

530 S. Porter Street
Manchester, N.H. 03103

882-9080 624-6490

Supermarket - Video Campaign

Literacy Volunteers of Ontario County
P.O. Box 1019
Canandaigua, New York 14424
(716) 394-3500 ext. 431
or (315) 781-2935

Contact: Barbara Ambrose
Project Coordinator

Literacy Volunteers of Ontario County staged a student and tutor recruitment campaign by setting up information centers in four major supermarkets in the cities of Canandaigua and Geneva, New York. The campaign was also designed to increase public awareness.

Through the cooperation of the Broadcast Communications Department of the local Community College of the Finger Lakes, the Literacy Volunteers produced a video tape dramatizing a tutoring session of one of the adult students in the program and his tutor. The tape offered a testimonial that was directed to non-readers and hopefully, encourage others to seek help.

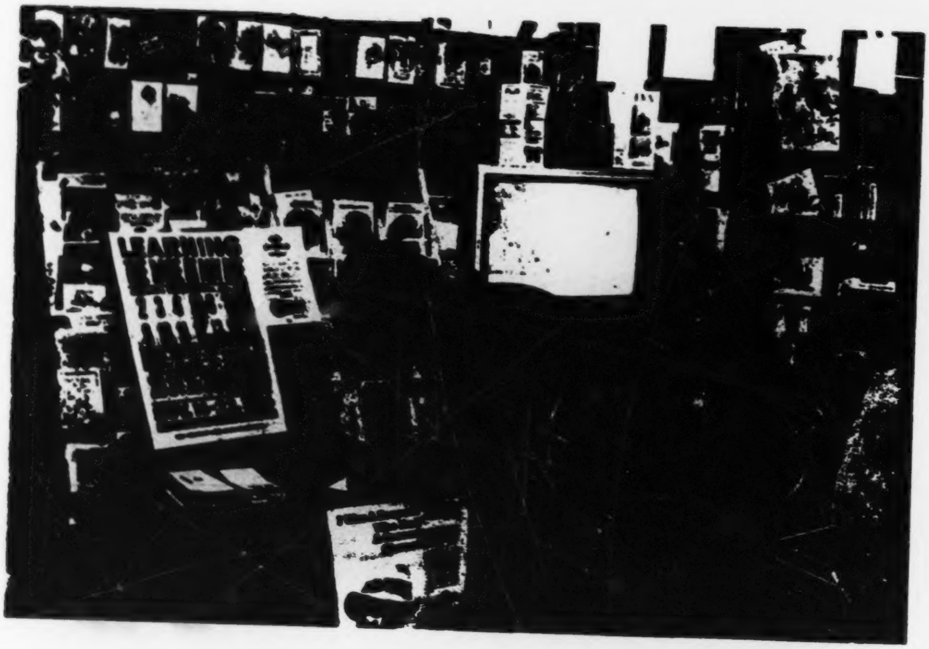
With the cooperation of the supermarkets' management, who provided their own in-store video equipment, the video tape was shown as a visual attraction in a display. Volunteers manned the display in each store for a total of four hours a day for two days. The promotion was held on Friday and Saturday, during the heaviest shopping hours on the weekend prior to Thanksgiving, 1986.

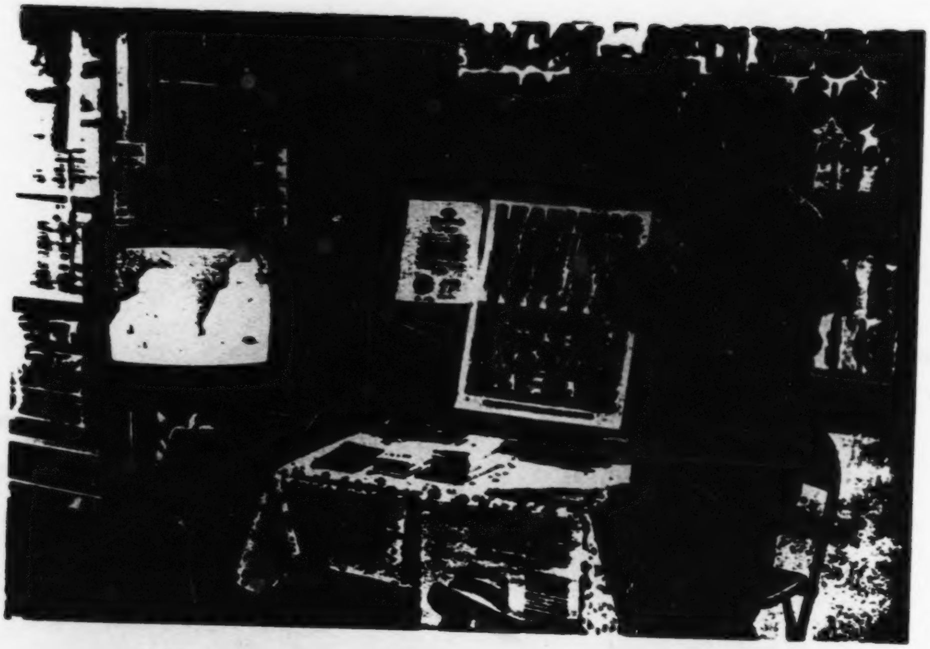
The total number of tutors signed up in this campaign was eighteen. Total number of new students enrolled was five.

The success of this promotion was not only measured by the numbers of new students and tutors who signed up at the booth, but also in the support and encouragement of the supermarkets' management, the general interest shown by shoppers who stopped to listen and learn of the program, and the involvement of a large number of volunteers in this public relations event.

The managers of the supermarkets responded by inviting the Literacy Volunteers of Ontario County to repeat the campaign on September 18 and 19, 1987. This event recruited an additional six students and twenty-one tutors. Again, public awareness was enhanced by this promotion.

LEARNING
NOV. 16-22, 1986


LEARNING



No Use For Libraries

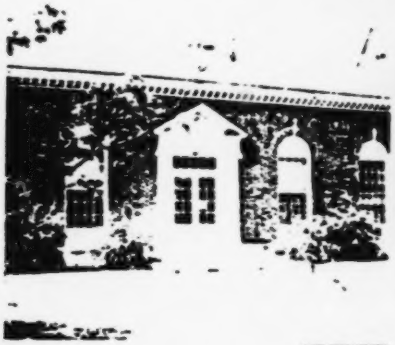
Literacy Volunteers of America
Livingston County
BOCES Geneseo Migrant Center
Holcomb Building 210
Geneseo, New York 14454
(716) 243-4868

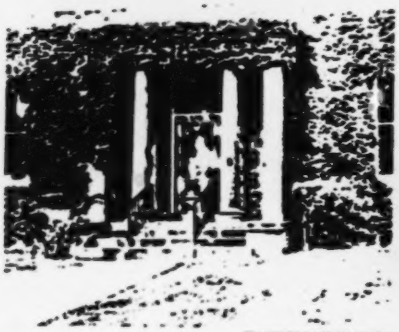
Contact: Margaret D. Brown
Coordinator, LVA-LC

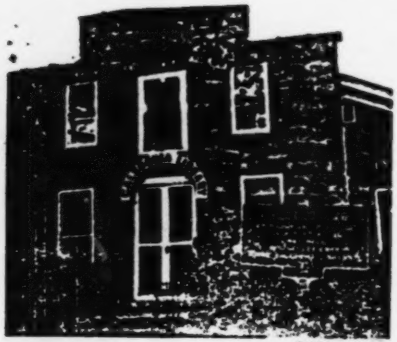
The Livingston County Literacy Volunteers of America designed a poster to draw attention to the literacy problem. The poster included pictures of eight area libraries and the headline "5,700 ADULTS IN LIVINGSTON COUNTY HAVE NO USE FOR LIBRARIES - THEY CAN'T READ". An information number for the Partnership For Literacy program, formed by the LVA-LC and the Livingston County Libraries was added at the bottom.

Livingston is a rural county with a total population of 57,000. The poster captured the interest of people throughout the community and gained more than fifty participants for the LVA-LC.

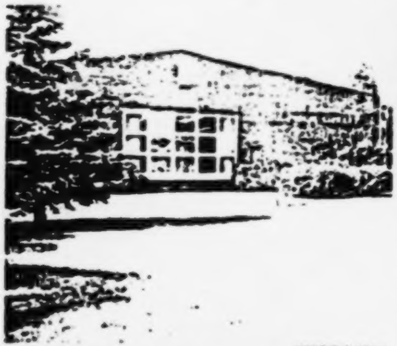
5,700 ADULTS IN LIVINGSTON COUNTY HAVE NO USE FOR LIBRARIES

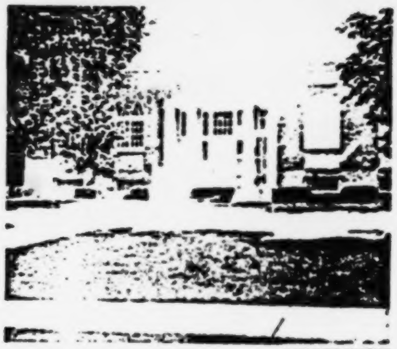

AVON FREE LIBRARY


BELL MEMORIAL LIBRARY NUNDA


CALEDONIA LIBRARY

DANSVILLE PUBLIC LIBRARY


LIMA PUBLIC LIBRARY


LIVONIA PUBLIC LIBRARY

MT. MORRIS LIBRARY

THEY CAN'T READ

WADSWORTH LIBRARY GENESEO

Your Livingston County Public Libraries
and Literacy Volunteers of Livingston County
have formed a Partnership For Literacy.
To find out more, call 243-4868.

LVA LC funded in part by Liv. Co. Plng. Dept. CSBG and the Liv. Co. Bd. of Supervisors which is the Community Action Agency

Learn To Read

North Tonawanda Public Schools
Administrative Building
175 Humphrey Street
North Tonawanda, New York 14120

Contact: Mary Ann Reszel
Administrative Intern

The North Tonawanda Public School's Community Education Department is involved with Literacy Education and literacy skills: reading personal mail, newspapers and magazines; job-search skills, particularly the displaced worker; leisure reading; and pre-retirement planning.

The "Learn To Read" promotion has been one of the most successful promotional ventures. It has been presented within the schools and social service agencies throughout Niagra County for the past two years.

The promotion was advertised in the county's agencies and service organizations by the use of fliers, posters, exhibits, brochures and promotional videos. Also used were local phone hotlines, television, newspaper items and the school district's newsletters and it was included in the Community Education Fall 1987 class catalog.

Through this promotion, participation has increased from thirty-five participants or clients to 150 in two years.

TURN THE PAGE IN YOUR LIFE

North Tonawanda Public Schools
Community Education

LITERACY VOLUNTEERS
NORTH TONAWANDA

694-3200 or 693-4133

HELP ELIMINATE
ILLITERACY

PLUS
PROJECT LITERACY U.S.

ESL Tutors Library Appeal

Literacy Volunteers of the Tarrytowns
The Warner Library
121 No. Broadway
Tarrytown, New York 10591
(914) 631-2189

Contact: Lucille Hutchinson
Publicity Director

The Literacy Volunteers of the Tarrytowns wanted to try to reach every person in Tarryton and North Tarrytown with an appeal for volunteer ESL tutors. After investigating the cost of mailing information to every address and finding the cost prohibitive, they were contacted by the local public library with a suggestion that an appeal letter be included in their monthly mailing.

They made up a letter for the president's signature and included a tear-off reply slip at the bottom. The letters were printed at a local shop at a cost of $210 (no figure was given but a national print shop approximates the price would be for 10,000 flyers). A group of eight volunteers inserted the letters in the library newsletter. There was no postage cost to the Literacy Volunteers.

Many inquiries resulted from the mailing. Sixteen people so far completed the workshop training and are now tutors. Several more are planning to join the ranks and public awareness of the Literacy Volunteers has increased.

OUR NEIGHBORS NEED HELP

These are just a few who have applied recently to become students of Literacy Volunteers:

Liz...from Ecuador. Here one year, very anxious to learn English. Wishes "to make this my country."

Antonio...from Portugal. Here two months, knows very little English, needs it to work. Plans to stay in the U.S.A. "forever."

Kay Ann...from Maine. Because of a reading problem, failed test to become a practical nurse. Wants to take the test again.

Njie...from Cameroon, West Africa. Will live here for ten years. Anxious to improve his English.

Luz...from Costa Rica. Employed caring for a young baby. Employer says she must learn English so that the baby will hear English spoken.

Aida...from Egypt. Waiting patiently for a tutor. Plans to stay here "forever."

LV TUTORS ARE PART OF SUCCESS STORIES

Here are some recent reports from our tutors about their students:

"Jennifer (from Taiwan) has progressed in comprehension of the spoken word. She now has a job in a library."

"Edelia (from Chile) obtained her citizenship and voted for the first time."

"Mark (U.S.A.) has made progress in his reading. He can fill out a job application. He's doing very well."

"Dr. D. (from Mainland China) would not answer the phone before. Now she rushes to answer it."

"Nancy (from Colombia) is being given responsibility requiring contact with English-speaking persons."

"Karim (from Afghanistan) is now planning to work toward his high school equivalency exam."

* * *

LITERACY VOLUNTEERS OF THE TARRYTOWNS
WARNER LIBRARY 121 NORTH BROADWAY
TARRYTOWN, N. Y. 10591 631-2189

LITERACY

VOLUNTEERS

# of the

TARRYTOWNS

LITERACY VOLUNTEERS of AMERICA Inc.

. . . a group of men and women helping adults in our community who want to learn to speak, read and write English, Native Americans who can't read well enough to cope with daily needs, and foreign language-speaking immigrants who can't understand English, both turn to the organization for help.

Because of the large number of applications from prospective students, Literacy Volunteers of the Tarrytowns is always in need of increased membership. Persons in the community interested in performing worthwhile volunteer service are urged to consider joining Literacy Volunteers.

THE LOCAL ORGANIZATION

Literacy Volunteers of the Tarrytowns was founded in 1974.

Everyone in the local organization is a volunteer.

LV of the Tarrytowns is a permanent affiliate of Literacy Volunteers of America and a member of Literacy Volunteers of New York State.

The local organization is run by an executive board elected by the membership.

It is sponsored by Warner Library, which provides meeting and tutoring rooms, duplicates materials, distributes information and receives applications.

Its basic expenses are paid by an annual grant from the Friends of the Warner Library. It has also received special grants for books and teaching materials.

* * *

Do you have questions? Please leave your name at Warner Library. A representative of Literacy Volunteers will contact you.

BECOMING A MEMBER

An interested person is invited to enroll in a tutor training workshop in either English as a second language or basic reading.

Local workshops in ESL are given on Saturday mornings in the spring and fall; there are six sessions plus a follow-up. BR workshops are given less frequently. Scheduling responds to the volume of applications from prospective students as well as prospective tutors.

A small fee is charged to cover the cost of a materials kit given to each person who enrolls. There are no further expenses or dues.

Other nearby affiliates (LV of Westchester County and LV of Northern Westchester) also conduct tutor training workshops. Cooperation between the affiliates enables a prospective tutor to train at one location, and tutor in another.

Upon successful completion of a workshop, the trained tutor is ready to begin teaching a student.

TUTORING A STUDENT

LV of the Tarrytowns has a tutor-student matcher who consults with each new tutor and arranges an assignment.

Tutoring is on a one-to-one basis. (In addition, when there is a shortage of individual tutors, some ESL tutoring is done in small groups.)

Tutor and student meet at a mutually convenient time and place, usually for two hours weekly.

LV of the Tarrytowns has a tutoring center with four teaching rooms, at Warner Library. At the same location it has its own library of books and workbooks.

Every tutor has a tutor adviser who may be called upon for assistance in preparing lessons and solving problems.

LV of the Tarrytowns schedules several meetings and social events during the year.

* * *

Interested? Ask for a schedule of tutor training workshops, and an application blank, at Warner Library.

Spotlights on Literacy

Butner Literacy Council
United States Department of Justice
Bureau of Prisons
Federal Correctional Institution
P.O. Box 1000
Butner, North Carolina 27509

Contact: William R. Munth
Principal, Education Dept.

The overall objective of this program is to develop and maintain interest on the part of the inmates who do not posess the skills to successfully pass both the ABE and GED programs to begin or continue their education.

The promotional program is largely the result of the close working relationship between the staff and a group of volunteer inmates. The materials are generated by inmates. Considering the restrictions on them relative to the materials they are free to use, as well as resources available, the results are remarkable.

The promotions are not "one shot" events but an on-going program dedicated to increasing awareness of the program among the inmates, encouraging them to complete their ABE or GED programs and increase their reading skills.

The promotional tools include a monthly newsletter which devotes space to new words, happenings in the Education Department related to literacy, as well as a list of available tutors and exceptional students' accomplishments. Another tool is the review of new books available in the library and achievements of the "100 Club" members (those inmates who have read more than 100 books during a specified time).

Other tools include "Literacy Nights at the Movies" and a video presentation, portraying inmates participating in the literacy programs, which is shown to new inmates.

Presented by the FCI Butner Literacy Council
Vol. 1 No. 1/January 1988

REVIEW

"The Art of Caricature,"
Among the Many New Books
in The Library

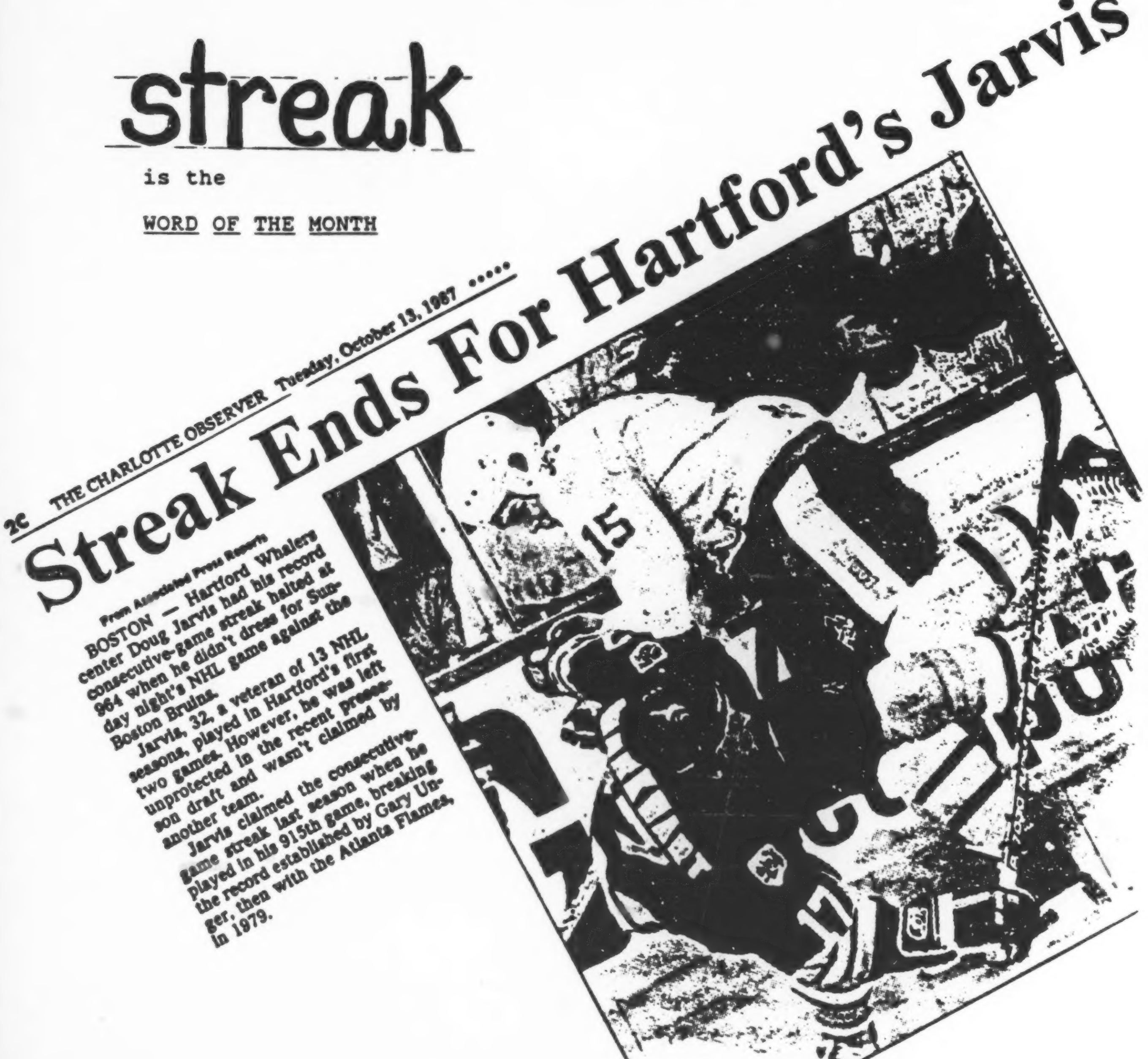
spotlights

News of the FCI Butner Literacy Council
Vol. 1 No. 2/October 87

streak

is the

WORD OF THE MONTH



2C THE CHARLOTTE OBSERVER Tuesday, October 13, 1987 ••••

Streak Ends For Hartford's Jarvis

From Associated Press Reports

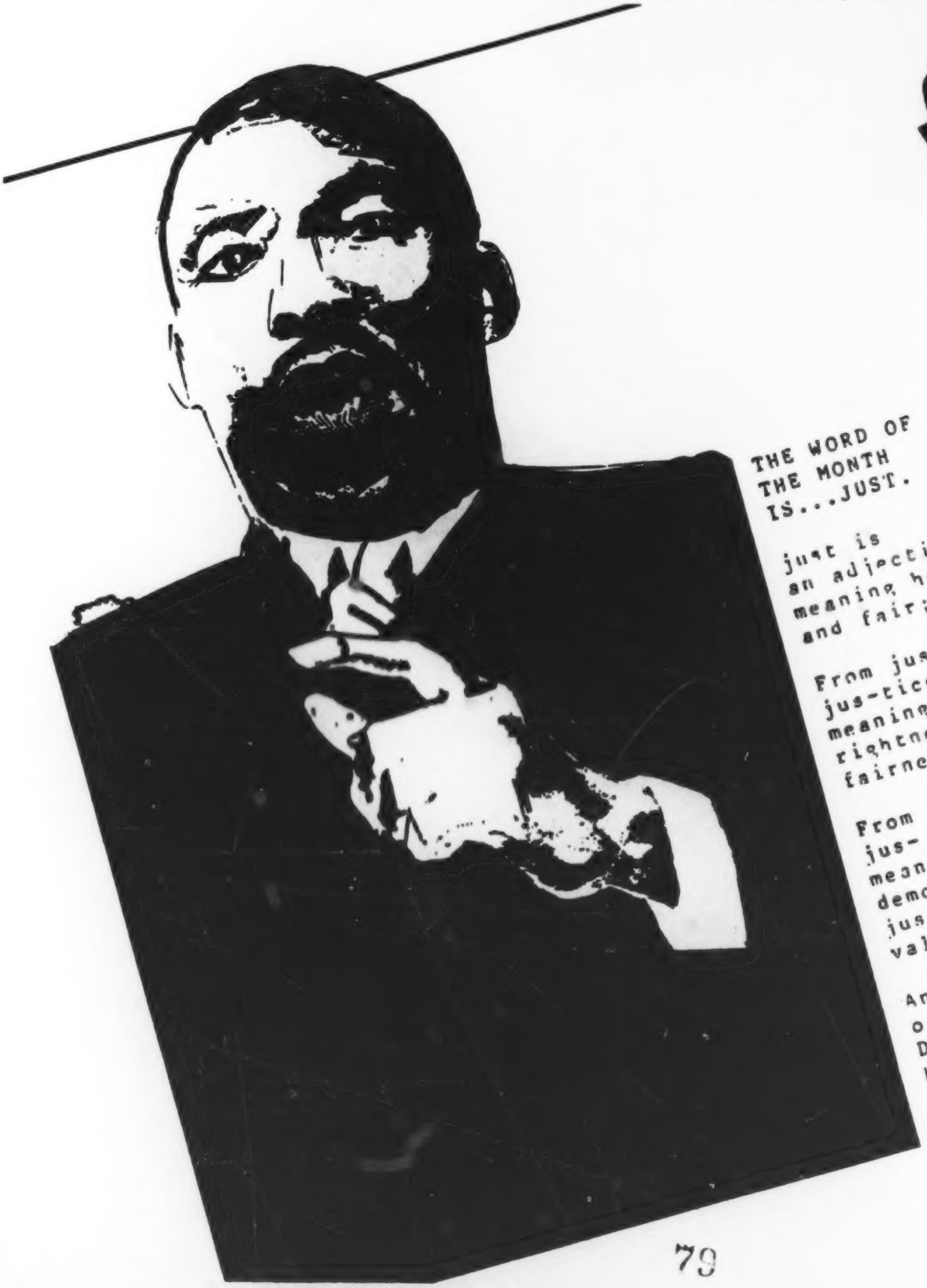
BOSTON — Hartford Whalers center Doug Jarvis had his record consecutive-game streak halted at 964 when he didn't dress for Sunday night's NHL game against the Boston Bruins.

Jarvis, 32, a veteran of 13 NHL seasons, played in Hartford's first two games. However, he was left unprotected in the recent preseason draft and wasn't claimed by another team.

Jarvis claimed the consecutive-game streak last season when he played in his 915th game, breaking the record established by Gary Unger, then with the Atlanta Flames, in 1979.

spotlights

News of the FCI Butner Literacy Council
Vol. 2 No. 1/January 88



THE WORD OF THE MONTH IS...JUST.

just is an adjective, meaning honorable and fair; merited.

From just, we get: jus-tice, a noun, meaning moral rightness, fairness.

From justice comes: jus- ti-fy, a verb, meaning to demonstrate to be just, right, or valid.

And we will use all of these to describe Dr. Martin Luther King.

Continued on page

Mt. Hood Literacy Coalition Student Recruitment

Mt. Hood Literacy Coalition
39 N.E. 4th
Gresham, Oregon 97030
(503) 667-1640 or 667-7366

Contact: Lorna K. Lockwood
Literacy Program Coordinator

The Mt. Hood Literacy Coalition believes that there is no one sure way to recruit students and they have attempted many promotions to reach new students. Varied approaches, at varied times throughout the year seems the most thorough method.

The first approach is by contacting social service providers. It is recommended that these agencies be first contacted by mail to inform them of the literacy program and that referrals are welcome. A request could then be made to the supervisor so that a staff member could speak about literacy at the next meeting.

In addition, working with churches and unions can be helpful. These groups are usually more receptive when offered tutoring at their facilities. The only costs involved are materials for mailings and the transportation costs for the recruiter to the presentation sites. The Mt. Hood Coalition has spent $50 this past year for two rounds of mailings, in which five volunteers worked two hours each. They have enrolled over fifty students through such an out-reach.

Listing the programs with all referral agencies is advised. All local libraries and community colleges should be aware of your program. This is usually a free service and Mt. Hood has enrolled five students in this manner.

Setting up a table at a shopping mall on a Saturday is wise. The table can display literature, publicity on past promotions, phone numbers, etc. Costs for this method are limited to reproduction of materials used.

Radio and television stations can be a resource for recruiting. Media coverage is usually donated and should include newspaper coverage. Flyers can be an inexpensive method, with the cost of printing a large quantity for less than $10.00.

Finally, enrolled students can be the best recruiting tool. Remember to talk with them about inviting friends, relatives and co-workers to visit. Hosting an event like an open house can make any program inviting.

Project Learn To Read

Oregon State Department of Education
VISTA
Treasure Valley Community College
650 College Blvd.
Ontario, Oregon 97914
(503) 889-6493 ext. 268

Contact: Turza L. Thayer
Volunteer Coordinator

Project Learn To Read is an adult literacy program using volunteer tutors one-on-one and a part of the Developmental Education Department at Treasure Valley Community College in Ontario, Oregon. The program used a booth at the Malheur County Fair as its fall kick-off promotion.

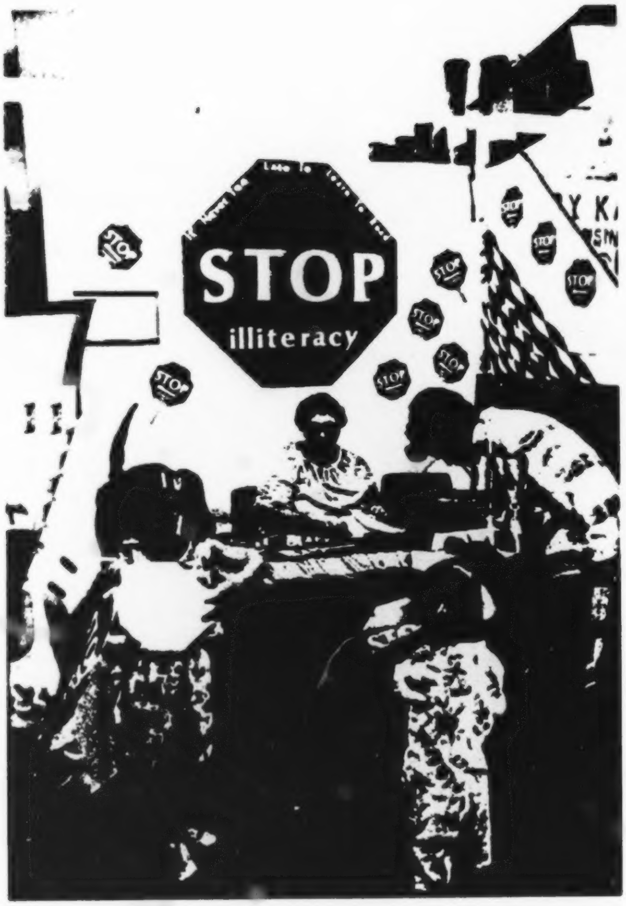
The booth was manned for thirteen hours each day during the four days of the fair by volunteers and the program's Volunteer Coordinator.

The theme of the booth was "STOP" illiteracy - using a giant red "STOP" sign as the background. Other promotional activities included 1500 give-away "STOP" sign fans, program brochures, posters, daily drawings for a dictionary and ongoing opportunity for one-to-one conversations with the fair-goers about the literacy problem.

The sign-up sheets for the daily drawing provided space to indicate interest in becoming a student or a volunteer tutor, to request a speaker for a club or organization, or to volunteer time and skills in other program areas.

The results of the booth netted names of nearly 150 individuals interested in volunteering their time and skills for Project Learn to Read.

Promotion through the fair booth provided a maximum opportunity to inform the public about the extent of the literacy problem locally and beyond.


It Never Too Late To Learn To Read
STOP
illiteracy

READATHON

Literacy Volunteers of America
Charlottesville / Albemarle
404 Water Street
P.O. Box 1156
Charlottesville, Virginia 22902
(no phone given)

Contact: None given

The Literacy Volunteers of America - Charlottesville / Ablemarle (LVA-C/A) conceived the idea of a READATHON as a public awareness campaign in 1986. The campaign was to increase public awareness while earning money for LVA-C/A office expenses.

The READATHON was described as a "walk-a-thon without blisters". Participants agreed to read for a period of time after recruiting sponsors who would pledge money for the minutes read. Forty-five readers turned out during the eight hour period including some local celebrities.

The READATHON was publicized through posters, newspaper articles, mailings, speeches in the community and word of mouth. Volunteers handed out over 2,000 flyers at band concerts held weekly in the downtown district. A local bank donated its rolling sign so that people walking or driving by could read about the READATHON, the LVA-C/A and its services. Spots about the READATHON were aired on local radio stations and cable television. Libraries showed support by setting up a display case and being on site for the event.

People of all ages participated and many received a share of the $1,000 in prizes donated by area stores and businesses which included clothing, toys, and a weekend at a bed and breakfast inn. Pepsi-Cola donated refreshments for the event.

There was no figure reported on the actual increase in students and volunteers but an increase was realized. Community awareness was stimulated and the LVA-C/A has received 20 requests from local clubs and organizations for speakers. Many businesses have contributed supplies and money to the cause. The original goal of raising $2,000 was surpassed by the event in that $3,447.87 was collected.

Grocery Bag Logo

Snohomish County Literacy Coalition
801 Wetmore
Everett, Washington 98201
(206) 339-4168

Contact: Karen Davies
Tutor Coordinator

The Snohomish County Literacy Coalition was formed to meet the needs of an estimated 17,000 functionally illiterate adult residents of Snohomish County. Members of the Coalition include colleges, libraries, social service agencies, employment agencies and individuals. Currently, volunteers give over 400 hours per week to help adults learn to read.

The Coalition developed a logo which is used on stationery and promotional materials and members felt this was an eye-catching way to increase community awareness about the program. The logo use was extended to grocery bags in an effort to reach the most people.

The Sno-Isle Regional Library donated the cost of the logo as part of inkind services. A local grocery chain printed the grocery bags at their cost. Cost to the Coalition was zero.

There was immediate positive response. Seventeen referrals actually have mentioned the grocery bag logo but a wider impact is assumed. More response is expected as the grocery bags continue to be recycled. Interest is also still high from other statewide literacy groups and some have even used the idea.

Suggestion was made that since some grocery chains have a five or six state service area, a more generic message might be required or that the idea be used by larger groups such as Project Literacy U.S. (PLUS).

SNOHOMISH COUNTY LITERACY COALITION

1 in 5 can't read. You can help.

Cooking with ESL

Bristol Bay Rural Ed Center
P.O. Box 1070
Dillingham, Alaska 88576
(907) 842-5109 or 842-5483

Contact: Carla Merriner
ABE Coordinator

The Cooking with ESL is a project in the planning stage with no proven results to date. It is hoped that the promotion will increase interest in ABE and contribute to the cohesiveness of the ESL group by giving them a sense of being able to contribute to the community.

Basically, the idea is to do a series of free cooking classes for the community with ESL students participating. Sessions planned include: Iranian foods, Chinese cooking, Polish favorites, Panamanian specialties and Japanese cusine.

It is planned that the local newspaper will take photographs and do a feature story.

The entry did not tell where the cooking sessions would be held or who would pay any costs.

The Most Adults Through the Mail

Division of Curriculum and Education
Arizona State University
Tempe, Arizona 85287
(602) 965-2200

Contact: Roger W. Axford, Ph.D
Assoc. Prof.

While Assistant Director of the University of Wisconsin - Racine Center, Dr. Axford worked with the Lake Geneva Librarian, Mrs. Ethel Brann, to determine a way to reach the most adults. They determined that direct mail would reach the most adults who were in need of the Adult Basic Education classes offered at the library.

With the help of an Advisory Committee (formed by Dr. Axford) and in cooperation with the local water department and local bank, Dr. Axford developed a flyer to be included in monthly statements. The readable flyer included time, place of instruction and content of the available programs.

The only costs were for the art work on the flyer, the paper and the printing. The mailing costs were absorbed by the local bank and utility.

Dr. Axford states that "Promotion and marketing are the name of the game. Organize a broadly representative advisory committee, and include friends from the banks and the utilities.. They will make your program!".

Yes, You Can...

Sequoia District Adult School
1201 Brewster
Redwood City, California 94062-1378
(415) 369-6809 / 369-1412

Contact: Norman Shapiro, Ed.D.
Director, Sequoia Adult School

Sequoia Adult School in Redwood City, California is now in its third year of a unique and successful promotion through partnership with the McDonalds outlets in five surrounding cities. Since 1985, these stores have for two to four weeks in the fall featured Sequoia's high school diploma, GED, and ABE programs on their tray liners and bag stuffers.

"This diploma could be yours" was splashed in large red letters across the first tray liner in 1985. Artwork depicting a diploma and information on Sequoia's program "to finish high school at your own pace", the chance to attend classes "after work hours", and "free tuition" made an eye-catching display. So that the "take out" population would not be missed, smaller stuffers of the same format were added to the bags of each carry out order.

The second year's promotion added the basic skills and GED programs. This past year, high school diploma program and the Adult Basic Education were featured. The 1988 campaign is presently being planned.

The liners and bag stuffers were printed by a local printing firm and were paid for by the Sequoia Adult School. The cost averaged $900.00 yearly. The printing firm has all of McDonald's logos and colors which made the cost more reasonable.

The Sequoia/McDonalds partnership was so unique, and therefore newsworthy, that press releases to local newspapers resulted in further coverage of the adult school programs.

Results were listed as having a significant increase in enrollments, particularly in Adult Basic Education classes.

Yes, you can...

Earn a GED (high school equivalency certificate)

Complete a high school diploma

Improve basic skills

GED CENTER
609 Price Ave.
Redwood City
365-2116

LEARNING CENTER
Broadway & Brewster
Redwood City
369-6809

325-3276
East Palo Alto
2450 Ralmar
GED CLASS

Learn at your own pace

- *Days or nights*
- *Start any time*
- *Individual attention*

Sequoia Adult School

For information: 369-6809

IN PARTNERSHIP. . . SEQUOIA ADULT EDUCATION AND McDonald's

There are JOB OPPORTUNITIES at McDonald's. CALL:

595-9631	595-4479	367-6879	364-5316	321-1813
El Camino Real Belmont	El Camino Real San Carlos	Whipple Ave. Redwood City	Chestnut St. Redwood City	El Camino Real Menlo Park

"TRE" - Total Recruiting Effort

New Haven Adult/Continuing Education Program
240 Cedar Street
New Haven, Connecticut 06519
(203) 777-5884

Contact: None listed

The New Haven Adult and Continuing Education Program went up a "TRE" (Total Recruiting Effort) in its registration and enrollment activities for 1986-1987. Adopting the logo "YOU CAN DO IT FREE" and incorporating this message in all promotional efforts and activities, the "TRE" began to grow.

A 35 foot banner was put up across two main access thoroughfares for one month displaying the logo "YOU CAN DO IT FREE". This same display was placed on 22 city buses and in city wide newsprint. The displays were supported by bumper stickers and in-house posters placed in heavy traffic areas. Multi-lingual flyers were distributed in major parking areas during peak business hours. Five radio stations made community service announcements. Announcements were in almost every church bulletin in the city. "TRE" teams addressed congregations in many native tongues. Teams also participated in a one hour call-in radio talk show. With the full support of the Superintendent John Dow, Jr. and the Board of Education, every parent of every student received information about Adult Education through the Superintendent's letters.

Strategic locations were selected for direct on-street enrollment and registration. These sites included shopping centers, schools, neighborhood centers and housing centers. The "TRE" achieved full growth in the main shopping mall in New Haven during peak business hours on a Saturday with a large display booth decorated with banners, balloons and signs. Give-aways included pencils, pens, lollipops, key chains, bumper stickers and change purses. There was live music and performances which provided stimulus for the enrollment activities. No figures were provided as to the actual cost of this promotion.

Utilizing the logo "YOU CAN DO IT FREE" in all promotional efforts provided continuity throughout the entire city resulting in a registration effort that increased enrollment by better than 500. It is anticipated that 1987-88 will once again see the New Haven Adult and Continuing Education plant another new "TRE".

GED Home Study Program

Norwich Public Schools
Adult Education
Mahan Drive
Norwich, Connecticut 06360
(203) 886-0861

Contact: Margart M. Dolan
Acting Director

As a result of attending an "Open House" at her local elementary school, Voluntown GED tutor, Dianne Grenier felt the same ideas would work best to recruit students for the GED Home Study Program, an effort introduced three years ago in Southern Connecticut.

The "Open House" was a relaxing and informative evening for Dianne. As a parent, she was given a chance to talk to teachers and have refreshments while learning about the school's programs. Dianne, used the same ideas to set aside a specific time and place for interested people to hear about the new and free GED Home Study Program being offered in her community. Books were available to examine. Coffee and doughnuts were served. Residents had a chance to meet recent graduates as well as tutors. The graduates answered questions, gave encouragement (that at one time they also needed), and eased fears.

The fact that graduates were included in the planning and the event made the effort extra special. One graduate worked with a tutor in developing, making and distributing posters. Flyers were made and passed out. A local newspaper was contacted and articles were placed in church bulletins.

This effort was done in a small community with a target population of approximately 428 people. Four graduates participated and nine people attended. More importantly, perhaps, is the fact that the effort helped established GED tutors for the program. Months later there was still a response to the posters and flyers.

The GED program itself is notable in that sixty-two GED diplomas were awarded between July 1985 and June 1986. All of these students had been tutored in one-on-one sessions in kitchens and living rooms throughout the Voluntown area. Grenier has actually helped nearly 150 adults graduate in two years and nine months of tutoring.

Catch the Spirit

Wallingford Public Schools
Adult Education Program
Mark T. Sheehan High School
Wallingford, Connecticut 06492
(203) 265-2836

Contact: Jay Cretella
Director

"Catch the Spirit" was the theme of the 1987-88 Wallingford Adult Education program. The theme was based on the 200th Anniversary of the United States Constitution - the document that guarantees our freedom to learn.

A forty-eight page booklet was published that included information on the Adult Education program and descriptions of the numerous community education courses offered.

An introduction to the various programs available was the "You Can Day", held on August 29, 1987. This was an information day where the potential student could find out about G.E.D., Life Skills, and Vocational Training. The student could talk to a career counselor and receive free career interest testing. Potential volunteers were also encouraged to attend to receive information on how they could help the community.

Additional advertisement of the adult education programs was made through printed flyers and brochures. They also included information on a plastic Halloween treat bag with a discount coupon attached at the bottom.

The Wallingford Adult Education Program served over 3,000 people during 1986 and hoped to reach many more through this promotional effort.

ABE/TRC Outreach

Brevard Adult/Community Schools
Brevard Community College
Cocoa, Florida 32922
(305) 632-1111

Contact: Elizabeth Singer
Dean, Outreach Director

The Brevard Community College is proud of its Adult Basic Education Teacher/Recruiter/Counselor (ABE/TRC) Outreach program. In existence since 1977, the program is designed to reach the least educated adult (Level 1, 0-5) for literacy and life skills instruction.

The population served is a seventy mile long and twenty mile wide county. Enrollment figures have increased from 37 students in 1977 to an average enrollment today of 255.

One-to-one or door-to-door counseling has worked best for recruiting Level 1 students. The counselor is selected from the community and is especially trained in communicating with the Level 1 student.

The major recruiting done on a door-to-door basis. In addition, flyers and posters are strategically placed in community buildings and speakers attend church and service group meetings.

Information on the specifics of the ABE/TRC Outreach program is available in a publication from the Brevard Community College. The booklet includes staffing, staff development, locating new students and many other areas of interest to ABE professionals.

Funding for the Outreach program comes from the Adult Basic Education funds provided by the Federal Adult Education Act of 1973 and the Florida State Plan for Education. Some additional funding comes from the Brevard Community College budget.

One example of the curriculum implemented by the Outreach activities is their "Best Pal" program developed in 1983-84. This course is used as a parenting education program for undereducated adults. The booklets are designed on two reading levels and address eight parenting topics in a highly pictorial and non-threatening manner.

Branching Out With Community Education

Baker County High School
Continuing Education
211 Jonathan Street
Macclenny, Florida 32063
(904) 259-6286

Contact: Garlon Webb
Community Education Coordinator

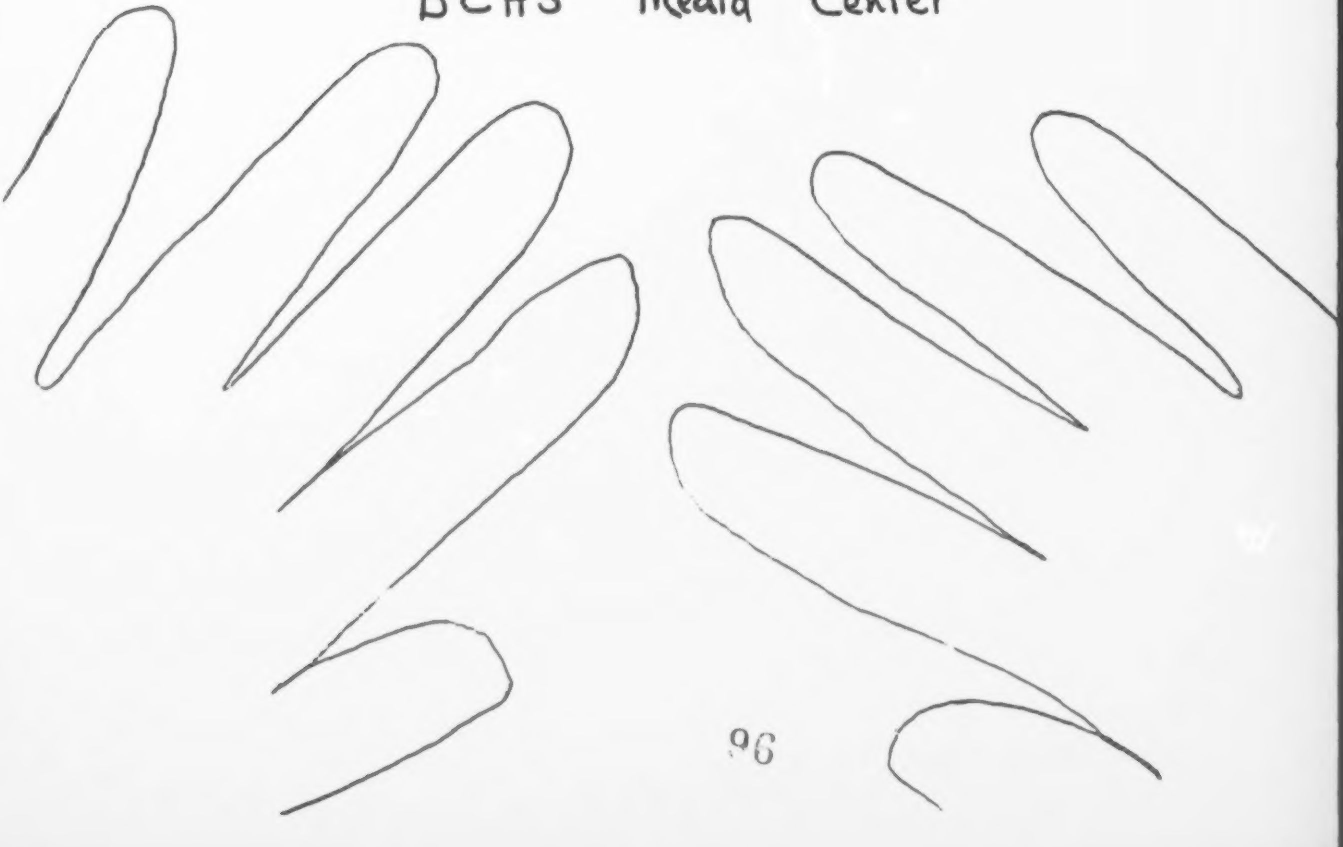
Baker County ABE and GED programs believe that the most successful technique is the one that is most often overlooked - word of mouth. Their participant to participant recruitment brings family members and/or friends to the programs.

It is not effective enough by chance, but rather when encouraged and organized as accomplished by their simple flyer.

I get by with a little
help from my family and friends.

Please tell your family and friends
about GED preparation and adult basic
education.

Mondays and Tuesdays
6:30 – 9 P.M.
BCHS Media Center



DACC Adult Education Program

Adult Education Department
Danville Area Community College
2000 East Main Street
Danville, Illinois 61832-0861
(217) 443-1811

Contact: Daniel J. Miller
Information & Referral Office

The Adult Education Department of the Danville Area Community College (DACC) believes that marketing should be focused on the target population's familiar, daily routines. Because of this belief, the Information and Referral Office devised a plan to target information at the client through his/her daily activities. This is accomplished through active involvement with every local social service agency. Frequent meetings to discuss mutual concerns and familiarize other agency members with current adult education programs allows for proper client referral and effective cooperation to maximize services to the client.

In addition, they utilize radio advertising and public service announcements to reach the low reader and non-reader at peak listening times during the day. They periodically contact clients living in public housing by sending announcements with the monthly rent statements and canvassing target areas with door-to-door contacts. When there is no answer at the home, an easy to read door knocker reminder is left.

Posters and flyers are placed in places of high traffic and I.D.P.A. mailing lists are used. Families are reached at Well Baby Clinics and Head Start Programs. Clients also see advertisements printed on grocery bags and books of matches distributed throughout the Community College District.

The DACC also encourages people to become literacy tutors. The most recently used method was sending 30,000 flyers in bank statements in the area.

Students and volunteers are reached through newspaper advertising, church bulletins and inserts promoting literacy and announcing course offerings.

The Danville Area Community College believes in a campaign which is as thorough as possible and one that reaches as many people as possible through every grassroots effort. Instead of a large, expensive marketing campaign, they prefer a simple theme combined with a consistent and comprehensive community based attack.

Do you or a friend want to read better? We can help!

Call: 443-8782

It's never too late to learn to read.

DACC

Danville Area Community College

2000 East Main Street • Danville, Illinois 61832-0861

Call
DACC
Adult Education
Volunteer
Literacy
Program

443-8782

Funded by
Gannett, ISBE, and
Illinois State Library

Using Your Head?

SORRY— WE ONLY ACCEPT EXPERIENCED APPLICANTS... WITH HEADS...

FEELS GOOD TO USE MY HEAD AGAIN!
RM. 101
G.E.D. PREPARATION

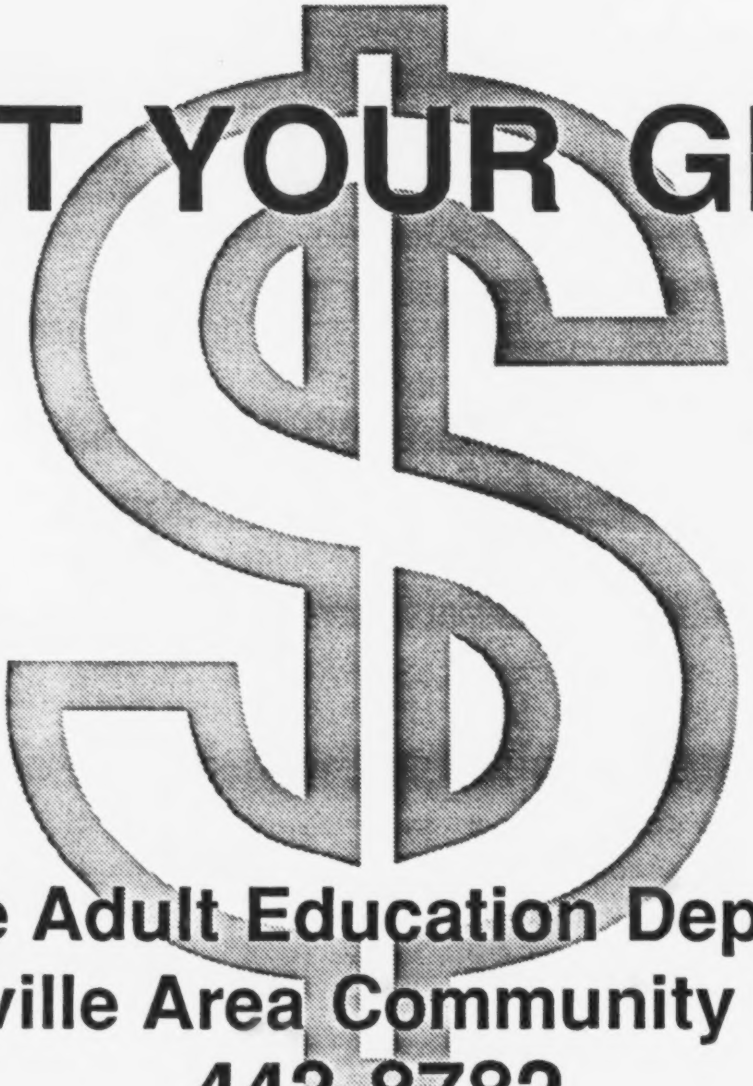
GET YOUR GED!

Call the Adult Education Department
at Danville Area Community College

Classes begin soon in your area.

Call 443-8782!

Want to get $100,000 more in
your lifetime?



GET YOUR GED!

Call the Adult Education Department
at Danville Area Community College
443-8782.

Classes begin soon!
Enroll Today!

Multi-Media Promotions

Richland Community College
GED Center
2425 Federal Drive
Decatur, Illinois 62526
(217) 875-7200 ext. 319

Contact: None given

Promotional efforts of the Adult Education Program at Richland Community College in Decatur have been multi-media and multi-audience.

Radio ads remind the public about times for GED registration. The local weather and news cable channel flashes the GED phone number and class starting dates.

Help wanted ads in the local newspaper advertise: "Looking for work? If you haven't finished high school, let Richmond Community College's GED program help!"

Flyers, printed by the graphic art department, are distributed to government agencies, laundromats and supermarkets. They are also bulk mailed to students who need to continue classes.

A newsletter, the Open Door, gives area agencies and their clients news about GED teachers, students, new classes, testing information and careers.

Since most referrals seem to come from friends and family, pre-test invitations are given to students at the end of class to give to a friend.

These various advertising efforts have resulted in an enrollment total of 843 students for the last fiscal year.

GED Summer Classes

LET RICHLAND COMMUNITY COLLEGE HELP YOU GET YOUR G.E.D.

SUMMER REGISTRATION
(by first letter of last name)

JUNE 10
A-K — 10:00 am - 12:00 pm
L-Z — 2:00 - 4:00 pm
Open — 6:00 - 8:00 pm

CLASSES BEGIN JUNE 16, 1986.

G.E.D. CLASSES ARE FREE.
THEY ARE OFFERED MORNING, AFTERNOON, AND EVENING.
FOR MORE INFORMATION, CALL THE G.E.D. CENTER AT 875-7200, EXT. 319.

RCC

RICHLAND COMMUNITY COLLEGE
2425 Federal Drive, Decatur, IL 62526

GED...

Volume X, Issue 2
July, 1987

THE OPEN DOOR

A Publication of the Richland Community College GED Program

Winfield P. Scott, Communications Division Chairman, GED Director

THE GED DIFFERENCE

Friends, family, teachers, and hard work made all the difference for two sets of sisters who recently reached an important educational goal.

During the past year, Lucinda Hunt, Mary Brubeck, Letha Lee, and Janet Lee attended GED classes at Richland, passed the test, and received their GED certificates.

Lucinda and Mary, who dropped out of school at age 16, decided to try for a GED when a friend told Mary about the classes. Mary then urged older sister Lucinda to return to school with her.

Lucinda, mother of four, credits other members of the family with helping along the way. "Our brother, Robert, encouraged us. Also my husband, Timothy, was real encouraging. I let the housework go, and he didn't say a thing."

Both sisters believe the GED education was a positive experience. "We enjoyed the classes. It was really rewarding to finish the GED," says Lucinda. Mary agrees. "Our teacher, Carol Haskett, was very helpful and understanding. She said it was really up to us to do the work."

Janet Lee **Letha Lee**

Mary Brubeck **Lucinda Hunt**

One thing the sisters fail to agree on is how they felt about taking the test. Lucinda admits to worrying and staying up too late to "cram" the night before the test. Mary, on the other hand, was very relaxed. "I felt very calm. I knew if I could get half the answers right, I could pass."

Lucinda and Mary share the opinion that being in classes together helped. Mary believes having her sister there provided an extra incentive to learn. "It was a challenge to keep up with her, but the competition helped me."

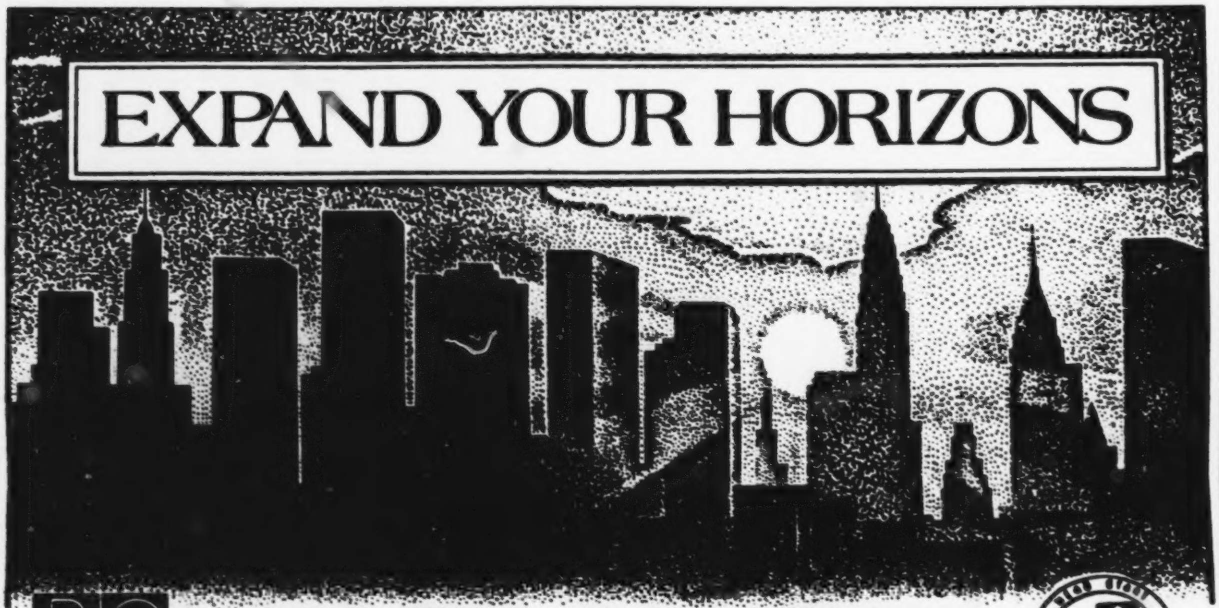
Sisters Letha and Janet Lee also found that being together in classes was a big plus. Letha says, "We were in an 078 class together and studied together some. I helped her in some things. She helped me in some things."

"Letha was better in English; I was better in math," explains Janet, who believes going to school with her older sister was just plain fun.

Something else both Lee sisters liked about coming back to school was the helpfulness of the teachers. "I liked the way Debbie Fenton was so concerned. Her attitude helped me," states Janet. Letha adds, "She was a friend. Buzz Nelson was also a good teacher. He made it easier to get through."

(Continued, page 2)

EXPAND YOUR HORIZONS



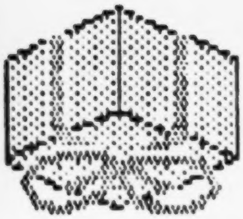
G.E.D. Class at Anna Waters Head Start - 965 N. Church

- This class will start September 30, 1986, at 9:15 AM.
- The class will meet on Tuesday and Thursday from 9:15 AM - Noon.
- To register for this class you must have already taken a G.E.D. pre-test. A pre-test will be given at Head Start on Tuesday, September 23, at 9:30 AM.

For more information about the class or the pre-test at Head Start, call Anna Waters Head Start at 428-9589, or Richland's G.E.D. Center at 875-7200, Ext. 319.

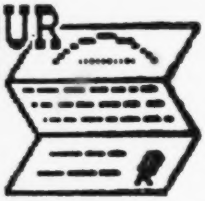
Richland... Where Your Future Begins!

2425 Federal Drive • Decatur, IL • 62526



YOU ARE
INVITED

NEED YOUR
GED?



COME TO A
PRE-TEST

JANUARY 7, 1987
10:20 A.M.
ROOM B-36

RICHLAND
COMMUNITY
COLLEGE

Recruitment Slides

John Wood Community College
150 South 48th Street
Quincy, Illinois 62310
(217) 224-6500

Contact: Dotty Oelklaus

A series of slides were designed to recruit public assistance clients into ABE/GED/ESL/Literacy Programs or, for those with high school diplomas and adequate academic skills, vocational training programs. The program was developed about two years ago and was shown to approximately 150 clients during the 1986-87 school year in various communities throughout the John Wood Community College district.

Clients are provided a checklist that corresponds with the slide presentation. At the conclusion of the presentation, the check lists are collected and referrals are made to the institutions offering the program(s) indicated by the student.

During 1986-87, 181 referrals were made (multiple referrals were made for some students) to six different institutions.

The entire presentation takes only 20 minutes and the slide format makes it easy to respond to questions as they occur. Another advantage is that the only equipment required is a slide projector.

Estimated cost of designing the slide presentation was not submitted.

GED-ON-TV

2500 N. Elgin
Munice, Indiana 47303
1-800-722-GEDS or
(317) 747-5257

Contact: Molly K. Robertson
Coordinator

The GED-ON-TV office was opened in the Muncie Area Career Center in Muncie, Indiana, in July, 1986 to serve a six county area. A coordinator and one part-time clerk staffed the office.

The public awareness phase kicked off on September 11th with a press conference and luncheon. The campaign included proclamations from mayors in several communities and the distribution of 175,000 flyers. A small flyer went into 150,000 bank statements, welfare and Medicaid checks. Cards were placed in buses, billboards were placed in each county, press releases were regularly sent (which generated much free coverage), paid newspaper ads were placed in the entertainment and sports sections and over 700 radio spots were aired.

Printing costs totaled $4,818. Newspaper ads were $1,857. Billboards cost $838, plus a $2,252 in-kind contribution, and radio costs were $2,648 plus a $4,932 in-kind contribution, bringing the total cash expenditure for the campaign to $10,161. In kind donations totaled $7,184. All GED-ON-TV costs were paid by a grant from private foundations.

All materials were distributed by the coordinator through the local ABE programs and by volunteers from the local Altrussa Club Chapters. No record was kept of the man hours expended but the campaign was accomplished by the coordinator and clerk, utilizing volunteers, in just over three months.

The campaign resulted in 994 serious inquiries to the "800" number. Of these, 480 students were tested for reading level, bought workbooks and watched the programs. One hundred twenty-seven GED-ON-TV students passed the GED tests.

Another suspected result was that many students sought out local ABE classes after seeing the flyers or hearing radio ads. Registrations in the Muncie Community Schools' Adult Basic Education program were up from 322 in December 1985 to 692 in December 1986. GED-ON-TV is considered a success in the area and has added three additional counties in 1987.

Yard Sales For Adult Education

Adult Learning Center
506 W. Spring Street
New Albany, Indiana 47150
(812) 949-4253

Contact: Tommy L. Paul
Director of Adult & Continuing Ed.

The Adult Learning Center of the New Albany-Floyd County School Adult Education Department has a variety of recruiting techniques but the one that has proven to be most successful is the fall and spring yard sale.

The yard sale is held in the front yard of the school and table set-up is restricted to the students, staff and volunteer tutors for the sale of used items. The school does not charge for tables or receive a percentage of the sales.

Brochures and a letter giving information about the different agencies and classes at the school are distributed to those in attendance. Someone is designated to answer questions and hand out literature to everyone coming to shop. The atmosphere is relaxed at the sale and people are not intimidated by the recruiting efforts. It is an informal and fun day in the sun while the students enjoy the opportunity to make a little extra money.

Influentials and Referrals

Portage Adult Education
5391 Central Avenue
Portage, Indiana 46368
(219) 762-6113

Contact: Edwin E. Russell, Ed.D.
Coordinator - PALC

The Portage Adult Education Program more than doubled its attendance by first going directly to the ABE students themselves. The technique involved interviewing students who had attended the program during the previous two years. These students were asked to both identify those persons or organizations who most influenced them to attend (Influentials), and identify those persons who they believe would benefit from participation in ABE classes (Referrals).

The Influentials then were interviewed in a manner that enabled them to systematically identify and refer others who could benefit from ABE classes. The Referrals were interviewed to encourage their attendance and/or to name their own referrals.

This technique has been so successful that during the 1986-87 school year, fifteen other Northwest Indiana ABE Centers plan to use this same technique for the first time by using VISTA volunteers for the interviewing.

The staff at Portage developed this technique after observing that the non-reader typically proceeded through stages similar to those exhibited in the adoption of innovation as they acquired the new skill of reading. It was reasoned that developing a recruitment technique from a model in the field of innovation diffusion might prove effective. The above procedure is an adaptation of the CLER model of innovation diffusion to generate successful ABE recruitment technique.

Eduware

Iowa Valley Continuing Education
3700 South Center Street
P.O. Box 536
Marshalltown, Iowa 50158
(515) 752-4645

Contact: Laura Schinnow
Coordinator, ABE

"Eduware" (as in Tupperware) is a new approach to recruiting undereducated, low-income adults in the Iowa Community College District. Using the party format, a host or hostess invites friends and family to their home (a non-threatening environment). Refreshments are served and guests receive information on a product - continuing their education.

The presenter describes a typical Adult Basic Education class including the benefits, schedules and how to enroll. Educational games and discussions may also take place. The party becomes a recruiting tool which encourages potential students to attend ABE classes. Other participants are encouraged to have additional "Eduware" parties so that more and more adults can be reached.

A special feature of the "Eduware" party concept includes giving the host or hostess an inexpensive, yet educational "thank you" gift such as a calculator. The guests are given a notepad and pencil to keep, along with materials that describe in words and pictures the learning opportunities available to them.

To reach the low-income population, the Iowa Valley Community College worked in cooperation with the local community action agency.

The first "Eduware" party was held in the home of a low-income person, according to the plan. Eight women attended and they were so pleased with the opportunity presented to them that they, as a group, decided to form their own class. The "Eduware" demonstrator became their instructor and they currently meet on a weekly basis.

The main costs of this promotion are paying the "presenter" and the price of the hostess gift. The "presenter" is paid $10.60 per hour and the hostess gift ranges from $7.00 - $15.00.

Employers in Partnership

Butler County Community College
Community Resource Center
ElDorado Resource Center
5th & Main Plaza
El Dorado, Kansas 67042
(316) 321-4030

Contact: M.A. Christensen
Director
ABE/GED Non-credit Programs

It is often difficult to recruit and retain students in rural areas. One way that the Community Resource Center has found is to develop a partnership with the prospective student's employer.

Cooperative efforts should be especially lucrative within adult health care homes where nurses aides and support staff often do not have high school diplomas and are hard pressed financially to seek educational programs charging fees. In the El Dorado service area, a feasibility study in 1984 revealed that 35% of support staff in care homes lacked a diploma. This proportion was present in the majority of United States care homes as well, according to national research.

In 1986, while enrolling students in a Certified Medication Aide class at a local nursing home, it was recognized that several women lacked high school diplomas. When asked if they would be interested in getting their GED, they eagerly said yes. The women wanted the class to start immediately but they lacked the minimum number of six for a satellite class. They approached the administrator to arrange an on-site program. The development coordinator and nursing home administrator were more than willing to sponsor the class at the conclusion of the CMA program.

Of the 10 enrollees, 5 successfully completed their GED's, 3 unsuccessfully completed and 2 dropped out. Three of the students continued ABE classses at a nearby satellite when their GED classes ended.

An unexpected outcome of this program was that another care home in the area requested an ABE/GED class for the residents who had never completed their high school education. Many residents had quit school during the Depression and wanted to work toward the goal of completing their education.

Project Second Chance

Division of Adult and Community Education
1725 Capital Plaza Tower
Frankfort, Kentucky 40601
(502) 564-3921

As a result of the 1980 U.S. Census, the State of Kentucky ranked fiftieth in the nation in the number of adults with high school credentials. "Project Second Chance", the Kentucky Department of Education's statewide recruitment campaign, was created in order to increase the educational level of Kentucky's adults and improve the state's educational rating in the 1990 census.

One component of "Project Second Chance" was a joint recruiting effort by the Division of Adult and Community Education with West Kentucky Gas, a utilities company. West Kentucky Gas printed and inserted 140,000 sample GED tests with their bills to customers in January 1987. Another 140,000 were inserted the following August. An additional 12,000 sample tests were distributed over the counters of the twenty-three district offices.

As a result of this awareness project, the Kentucky Department of Education received 1,210 calls on the special toll-free hotline number published on the sample test during the months of January-August and 160 calls in September.

The actual increase in enrollment has been dramatic. As a result of the increased enrollment, there was a 30% increase in the number of persons taking the GED test in 1986. Because of this, Kentucky's progress was hailed as first place in these increases at the National Directors meeting in Seattle, Washington, this year.

As of October 1, 1987, the number of individuals taking the GED test has increased an additional 31% over the number in the first three quarters of 1986. The division of Adult and Community Education is enthusiastic about the potential for even greater progress in the future.

The cost of the program, paid by private donations, was $150,000.00. Personnel involved included one project director and ten staff members throughout the state. The staff members held full time jobs in addition to the project.

The success is continuing in the current year.

Earning Your G.E.D. Your Top Priority

If you've always wanted to earn your General Equivalency Diploma (G.E.D.), but could never quite find the time, Project Second Chance – and WKG – want to help.

Complete this sample test and take it to your local adult education program, or call toll-free, 1-800-372-7179. Don't forget bring this sample test with you to see if you qualify for your free official G.E.D. test. The G.E.D. test is sponsored by the G.E.D. Foundation for Adult Education and the Kentucky League of Saving Institutions.

Circle the word that means the opposite of the word in CAPITAL letters.

1. HARD
   a soft
   b cruel
   c enemy
   d separate
2. DRY
   a hot
   b hate
   c wet
   d lost
3. FULL
   a fat
   b empty
   c total
   d foolish
4. COMMON
   a vacant
   b hope
   c rare
   d timid
5. SOLID
   a square
   b hard
   c liquid
   d damp
6. INTERNAL
   a [illegible]
   b [illegible]
   c external
   d simple
7. HEALTH
   a borrow
   b sickness
   c nature
   d nurture
8. ANTIQUE
   a obsolete
   b ancient
   c acrobat
   d new

[illegible]

Circle the word that means the same as the word in CAPITAL letters.

1. UNDER
   a about
   b around
   c before
   d beneath
2. SHY
   a timid
   b doubts
   c silly
   d heat
3. SECURE
   a fortunate
   b restful
   c stream
   d safe
4. SLEEP
   a play
   b slumber
   c powder
   d snore
5. HUMOROUS
   a loud
   b scary
   c funny
   d welcome
6. PENSIVE
   a compassion
   b attentive
   c thoughtful
   d tomorrows
7. SIMPLE
   a intricate
   b sensible
   c industrious
   d easy
8. IMMATERIAL
   a irrelevant
   b irresponsible
   c supplemental
   d impartial

[illegible]

Circle the correct answer for these math problems.

1. 5 + 4 = a) 9 b) 1 c) 10 d) 8
2. 6 ÷ 3 = a) 18 b) 1 c) 2 d) 3
3. 12 × 3 = a) 9 b) 15 c) 36 d) 48
4. $13.02 + $2.09 + $1.81 = a) $16.91 b) $16.19 c) $17.92 d) $16.92
5. 191 × 22 = a) 169 b) 213 c) 4,202 d) 19,222
6. 7.3 × 10 = a) 7.3 b) 73 c) .73 d) 730
7. (5 of 10) + (4 of 12) = a) 11 b) 13 c) 26 d) 525
8. 100 ÷ 8000 = a) 20 b) 32 c) 200 d) 320
9. .19 × .17 = a) .0324 b) .0323 c) 3.230 d) .0326

[illegible]

WESTERN
KENTUCKY
GAS

A Division of TEXAS AMERICAN ENERGY CORPORATION

8/87 - 146M

IF YOU DON'T HAVE
YOUR HIGH
SCHOOL DIPLOMA,

WHY NOT MAKE. . .

BEST COPY AVAILABLE

Partners in Action

Franklin County Community Education
916 East Main Street
P.O. Box 980
Frankfort, Kentucky 40602
(502) 695-2460

Contact: Dawn Ramsey

The Adult Learning Center in Frankfort advertised its GED classes by contacting local bank personnel for help. The State National Bank, the Farmer's Bank and Capital Trust Company of Frankfort were very willing to share the information on the educational services available by including a brochure in their monthly mailings.

The format, which made stuffing the 25,000 statements easier, was the suggestion of bank workers.

A similar brochure was stuffed into grocery bags a month prior so it was difficult to determine actual results of this attempt. There were, however, many individuals coming to the Adult Learning Center who indicated that they learned about the programs through a brochure.

Do you know someone who wants to...

—learn to read?
—get their G.E.D.?
—earn a high school diploma?
—write a resume?
—update skills for college entrance?
—take a night class?
—study by correspondence?

If so, we can help!!

CALL **695-3217**

or come to

—THE LEARNING CENTER
(located at the Vocational School behind Franklin County High School)
Monday & Wednesday, 10 a.m.-2 p.m.
Tuesday & Thursday, 10 a.m.-9 p.m.

—WEST SIDE G.E.D. CLASS
Western Hills High School, Room 84
Monday & Wednesday, 6-8:30 p.m.

—CHOATEVILLE GED CLASS
Choateville Ruritan Club House
Thursday, 7-9 p.m.

FRANKLIN
COUNTY
COMMUNITY
EDUCATION
Be a part of it!

Partners in Action

FRANKLIN COUNTY PUBLIC SCHOOLS
KENTUCKY STATE UNIVERSITY
FRANKFORT INDEPENDENT SCHOOLS

Trust in Recruiting

Appalachian Adult Education Center
Ginger Hall 801
Morehead State University
Morehead, Kentucky 40351
(no phone given)

Contact: George Eyster
Director, Extended Campus Programs

The further a potential ABE student is from the desired mastery, whether it be a high school diploma or its equivalency, the less likely it will be that he/she will respond to traditional methods of recruitment. It is also less likely the client will believe in self; believe in education; read or listen critically; recognize a problem as being a problem; understand and benefit from those institutions designed to serve human needs; have the time and margin of energy to invest in learning or problem solving; or participate in traditional programs. The further the client is from mastery, the more likely it is that he/she will depend upon "trusted" indigenous others for information and require support services of all kinds.

The most effective way to recruit those potential clients who are far from mastery and need the most help is to send carefully trained, trusted others to reach the client at home or wherever the client may be found. Most often these persons are indigenous to the client group. The "recruiter" must be prepared to link the client with social and support services as needed in problem solving. If the client is the segment of the population to be served, the administrators of adult basic education programs must consider the identification, training, and financial support of the paraprofessional recruiter rather than investing in traditional recruiting methods.

Research base: Appalachian Adult Education Center
Morehead, Kentucky

The Philadelphia Armchair Project
Philadelphia, Pennsylvania

Career Job Fair

Adult Basic Education
P.O. Box 110
Somerset, Kentucky 42501
(606) 679-2842

Contact: Marlene Haney
Supervisor of Adult Education
Region XIV

The latest promotional effort of the Adult Education Program of Somerset, Kentucky was a Career Job Fair held in August, 1987. The goal was two-fold. First, they wanted to offer job information and educational opportunities that were available to G.E.D. students. Secondly, they wanted to spread the word about adult education and increase enrollment in their program.

They began by passing out flyers that explained the Job Fair. They spoke to different civic organizations and asked that they become involved in the effort. They were also asked to set up a booth at the fair, at no cost to them, to take job applications and to conduct interviews. Seventy-four booths represented the area business and educational facilities. Many donated door prizes that were given away that day.

They called each previous student of their program and asked them to spread the word to family and friends. Word of mouth is recognized as an important recruiting tool.

The promotional effort was more successful than imagined. The Job Fair was held on August 25, 1987, between the hours of 2:00 and 7:00 P.M. On that day, 1400 individuals attended. Requests have been made to continue the Job Fair an annual event.

In addition, they are in the process of making informational bookmarks listing educational programs, teachers and telephone numbers. These will be made available to libraries in the ten county area and will be passed out to anyone checking out a book as a promotional tool.

East Detroit Marketing Program

East Detroit Adult Education
15501 Couzens
East Detroit, Michigan 48021
(313) 445-4451

Contact: Carole Enwright
Director

The East Detroit Adult Education program submitted a list of marketing ideas that was effective in their recruiting drive.

1. Letters and special flyers were sent to all students who had attended East Detroit Adult Education in the past four years. Each student was phoned and reminded of the registration in August. Appointments were made to see counselors when possible. Calculators were given to those students responsible for a referral of a new full time student.

2. Special letters were sent to post graduates and to local parochial schools.

3. Marketing team workers distributed surveys at MESC and Department of Social Services food stamp offices.

4. Marketing team workers distributed brochures, flyers, free pens, magnets, pencils and litter bags with specially printed advertising at the East Detroit International Festival and other area activities, malls and grocery stores.

5. Signs were displayed around the community and ads were placed in newspapers and in church bulletins.

6. Special registration procedures were established for senior citizens at their community monthly meeting.

7. Announcements were included in income tax statements of all residents.

8. All students who had dropped out of the high school program within the last three years were called.

9. Each student received a personal phone call when absent.

Success of the marketing program was evaluated by the final F.T.E. count which increased by 24. In the process of recruiting high school completion students, 465 more students were attracted to the Leisure program.

Calling Cards For ABE

Havre Public Schools
P.O. Box 7791
425 6th Street
Havre, Montana 59501
(406) 265-4356

Contact: Maureen Dolan
Director

The recruitment tool used by the Adult Basic Education program of Havre, Montana, is a business-type card which is distributed to potential students.

In addition, the ABE counselor hands out posters, with cards attached, to governmental referral agencies, banks, credit unions, and businesses. The cards are then handed out to clients who might benefit from the program.

The cards are printed in pastel colors and offer concise information as to what is taught, who is eligible, school information and location of classes. The cards can be folded to fit neatly in wallet or billfold for handy future reference.

For the price of a one-time 3" X 5" newspaper ad, the Havre program purchased one thousand cards which have been widely distributed throughout the community.

The cards' effectiveness have been proven over time as over 50% of the present class enrollment is derived from the visibility of the cards in the community.

A Basic Education
Opportunity for Adults

To

Finish High School (GED)
Improve Basic Skills (3 R's)
Citizenship
Learn to Read
Learn to Speak English

Come When You Can

Monday & Wednesday Afternoon
1:00 to 4:00 p.m.
Tuesday & Thursday Evening
7:00 10:00 p.m.
Wednesday Morning
9:00 a.m. to 12:00 Noon

October - May
NO CHARGE
Phone 265-4356 Ext. 33

Attend Havre Public School's

Adult Learning Center

Across from 5th Ave. Dairy Queen

Robins School Upstairs

A Basic Education
Opportunity for Adults

A program for adults
offered through the
Havre Public Schools

Walking the Streets for ABE

Somersworth A.B.E.
5 Thompson Lane
Durham, New Hampshire 03824
(603) 742-4233 or 868-5523

Contact: E. Elaine Vallery

The staff of the ABE program in Durham, New Hampshire knew that direct mailings were effective in recruiting new students but when they were unable to obtain the necessary funds for this service, they came up with an alternative means.

After designing and printing a leaflet to advertise their programs, the director and a former student obtained a map of the town and a mailing list and delivered a leaflet to every home. They introduced themselves and explained the programs, realizing that personal contact is a valuable asset. Talking to perspective students gave them a better appreciation of their educational needs which were often hidden before.

Class size increased from nine to twenty six students in the first three weeks. It was determined that they needed a program that would let the student learn at home since many students' working hours conflicted with ABE class times.

Obviously, this is a time consuming effort but one that had significant results. The director plans to continue to hand deliver leaflets, even when funds become available, to stay aware of special student needs.

Register
ENROLL

Somersworth
Adult
Education

Free !!
Free !!

SOMERSWORTH
ADULT BASIC EDUCATION
AND
HIGH SCHOOL EQUIVALENCY

HILLTOP SCHOOL

Somersworth

Monday - Wednesday

7:00 P.m

Call 742 - 4233 -
868 - 5523 or
Plan To Attend

Take Charge of Your Life
Adult Basic Education
Keene High School
43 Arch Street
Keene, New Hampshire 03431
(603) 357-0088

Contact: Grace Bolton, Director

Take Charge of Your Life was an upbeat promotional effort used by the Adult Basic Education of Keene, N.H.

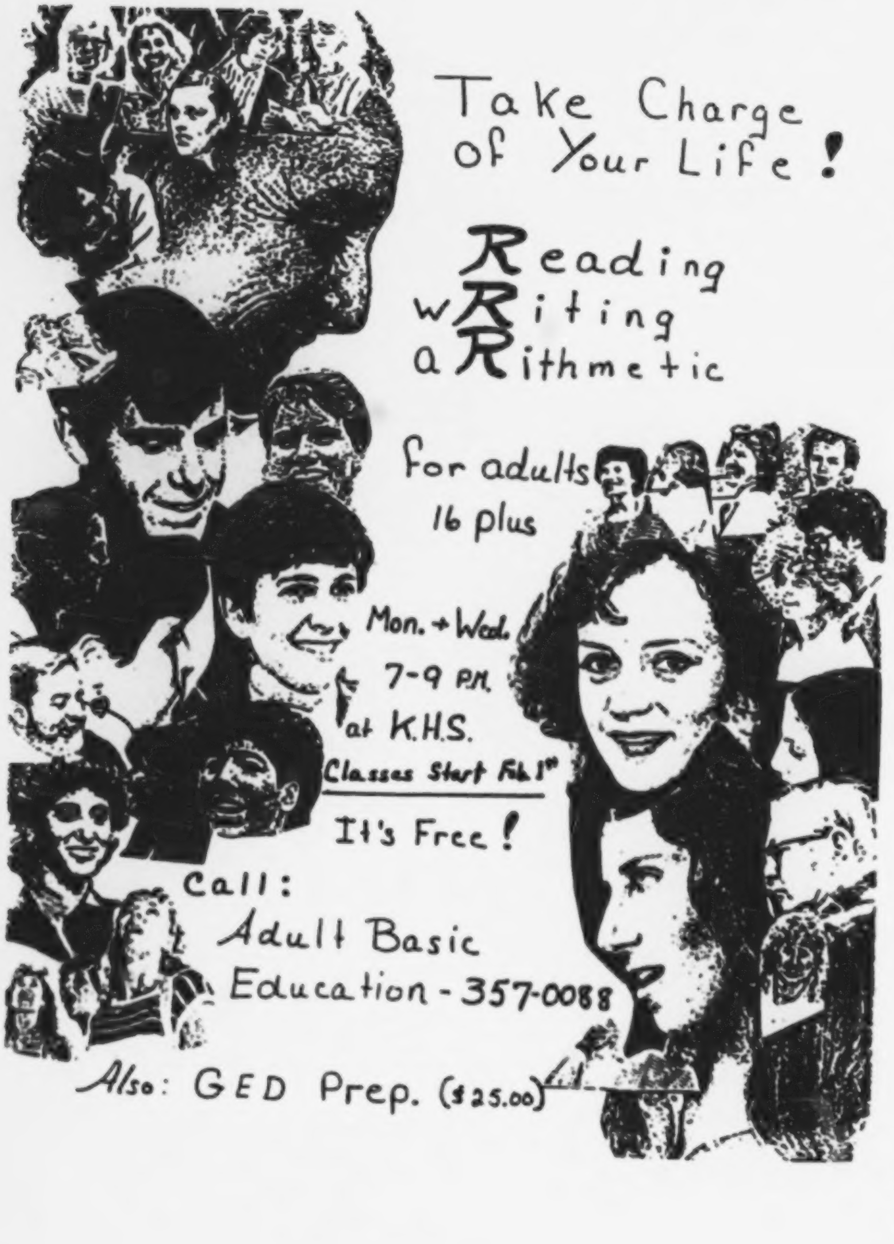
Flyers were posted in every available local area and frequent 30 second ads were aired on the local radio stations with information on the ABE/GED programs. No information was available as to exact cost of the promotion.

As a result of this promotion, the ABE/GED class size increased by 507 students.

We used an upbeat promotional effort to recruit participants.

a. flyers posted in every available local area.

b. frequent 30 second ads on the local radio station stating the same information listed on the flyers.



Take Charge of Your Life!

Reading
wRiting
aRithmetic

for adults 16 plus

Mon. + Wed.
7-9 P.M.
at K.H.S.
Classes Start Feb 1st

It's Free!

Call:
Adult Basic
Education - 357-0088

Also: GED Prep. ($25.00)

During the fall, the students in our ABE/GED class increased by 50%.

Grace Bolton, Director
Adult Basic Education
Keene High School
43 Arch St
Keene, N.H. 03431

Newspaper GED

Sullivan County Adult Tutorial Program
35 Main Street
Newport, New Hampshire 03773
(603) 863-1677 or 542-4719

Contact: Phyliss Wilcox
Coordinator

The Sullivan County Adult Tutorial Program uses an idea adapted from programs in Vermont. Their local newspaper has sponsored their program for the past five years. During 1986, the newspaper cooperated with them by running a series of 12 GED lessons. A new lesson appeared each week. Three weeks prior to the actual lessons, informational publicity appeared.

The Vermont format was changed so that the answers were not given until the student registered with the program. The answers were then mailed to them or the lessons were corrected at the center. Tutoring was provided if needed. The newspaper series gained 20 new students for the program.

Another method that is successful is to arrange meetings twice a year with other social service or helping agencies in the county. It takes much follow-up and hard work. A letter is usually sent, followed by phone calls. The actual face-to-face meeting with people who are usually only a voice on the phone is helpful. Brochures, posters and flyers are exchanged after the meetings which result in ten to twenty new students from the agency.

A final idea that is still getting started is a counseling center to form classes. The idea is to help those clients who can work in small groups but wouldn't work in any other setting.

Tutor Talk

Tri-County Community Action
Adult Tutorial Program
Carroll County
Box 655
North Conway, New Hampshire 03860
1-800-552-4617

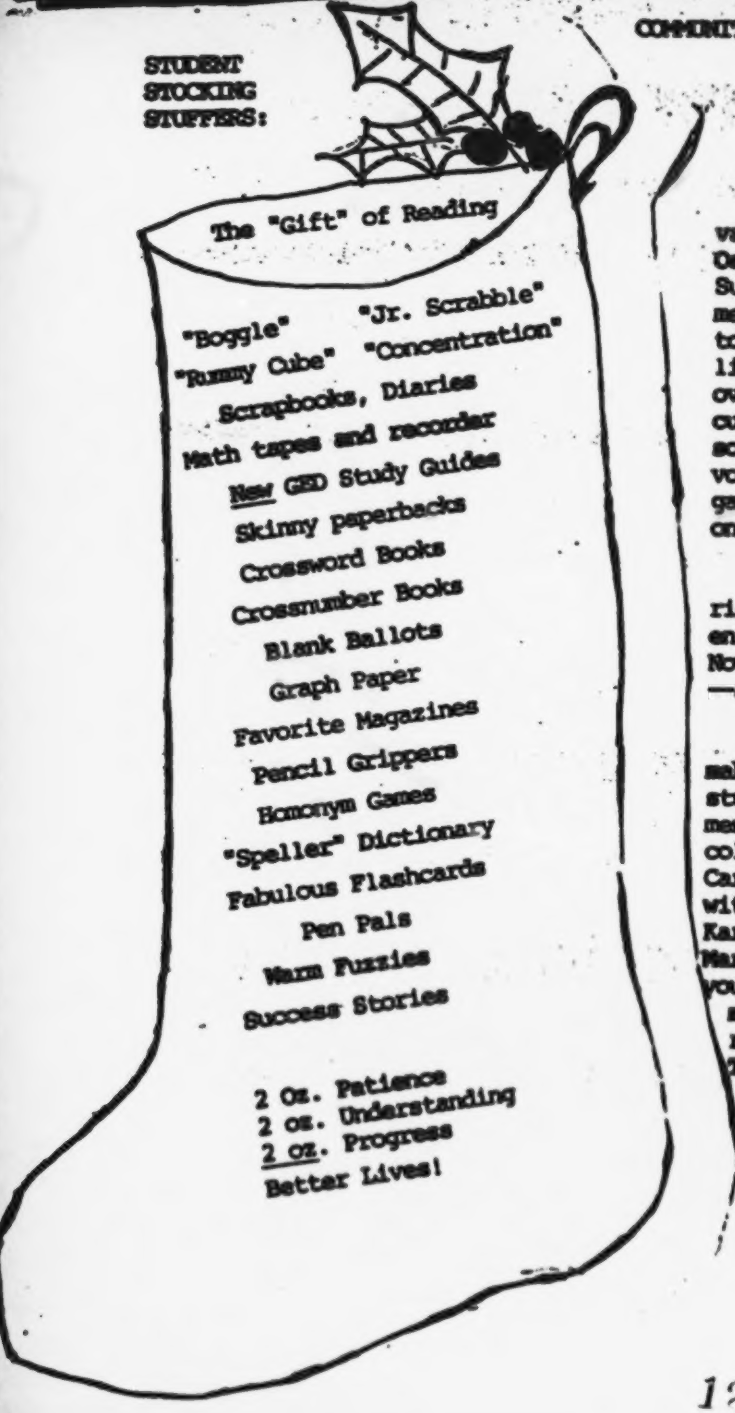
Contact: Judie Johnson &
Mae Young,
Coordinators

The coordinators created an artistic holiday newletter for their tutors. Through a combined effort of an artistic daughter and volunteer typist, cutouts for leaves, tracing, and a gathering of information the newsletter was considered to be a "Christmas Card" by the fifty tutors in their program recruited by various workshops.

Adult Tutorial Tutor Talk

COMMUNITY ACTION'S ADULT TUTORIAL PROGRAM
NEWSLETTER II - DECEMBER 1987

STUDENT STOCKING STUFFERS:



The "Gift" of Reading

"Boggle" "Jr. Scrabble"
"Rummy Cube" "Concentration"
Scrapbooks, Diaries
Math tapes and recorder
New GED Study Guides
Skinny paperbacks
Crossword Books
Crossnumber Books
Blank Ballots
Graph Paper
Favorite Magazines
Pencil Grippers
Homonym Games
"Speller" Dictionary
Fabulous Flashcards
Pen Pals
Warm Fuzzies
Success Stories

2 Oz. Patience
2 oz. Understanding
2 oz. Progress
Better Lives!

SUCCESSFUL WORKSHOPS/ENROLLMENT

Thirty-three tutors attended the various workshops that were held in Ossipee and North Conway this Fall. Subjects which we explored were: methods of teaching reading, approaches to working with the learning disabled, lifeskills for the adult basic readers, overviews of new materials, and a discussion of possible problems to solve or prevent during your A.T.P. volunteerism. We played educational games and shared the newest handouts on literacy.

Our "Numbers Game" seems to be right on course, with 45 new students enrolling for September, October, November, and 45 new tutors as well —a happy coincidence!

New Year's Resolutions include: making plans to register ALL of our students to vote, speaking engagements with "Headstart Parents", collaborating with the newly-formed Carroll County Adults and Children with Learning Disabilities (call Karen Pelsor at 447-3972 or Marilyn Ruffine at 356-5276 if you're interested in their January meeting), finding someone to record (on a VCR) the GED on TV series (Channel 11, Saturday 8:00 AM, repeat Tuesday 2:30), cataloging our Resource Library in Ossipee (any volunteers?).

HAPPY NEW YEAR!

J.J.

Diner Placemats

Mount Olive Adult/Community School
Flanders, New Jersey 07836
(201) 691-4000

Contact: Dr. Joseph A. Carducci
Director

The Mount Olive Adult/Community School advertises for students on diner placemats. One diner is located within the community and four others are located throughout the surrounding communities. The diners are open seven days a week, twenty-four hours a day.

Inquiries for ABE, ESL, GED and literacy programs have tripled since starting the placemat advertising and registrations have doubled. There was no information given as to cost of placing the advertisement on the placemat.

UNIFORMS
JACKETS
TROPHIES FOR

- Baseball
- Track & Field
- Lacrosse
- Football
- Basketball
- Soccer
- Swimming
- Tennis
- Running
- Hockey
- Volleyball
- Racquetball
- Aerobics

SPORTS 'N' SUCH

Sporting Goods and Sportswear for the Entire Family

100 Styles of Athletic Footwear and Sneakers

Hunting & Fishing Lic. - Ice Skates - Rackets Restrung
Ice Skates Sharpened - Silkscreening - Team Discounts
Engraving and Personalized Lettering on Premises

876-4142

Long Valley Plaza ● Rt. 24 ● Long Valley

Long Valley Video

876-3805	564-9213
RT 24 LONG VALLEY PLAZA LONG VALLEY	RT 206 VILLAGE MALL FLANDERS

open 7 days

Rent One Movie - Get the Second One for $1

[illegible]

---

10 % off
With this coupon

WOOD · COAL
KEROSENE STOVES

- Chain Saws
- Leaf Blowers
- Snow Throwers

SNAPPER ● BOBCAT ● STIHL

VALLEY STOVE & MOWER CO.

67 Long Valley Plaza Long Valley

876-9118

GOD FORGIVES.
Let Him.

With love,
Cornerstone Assembly of God

Temporarily meeting at
Cinema 206, Chester - 10 AM each Sunday

879-6010

---

alan marc OPTICIANS

One-Day Service on Most Single Vision Prescriptions

$15 off

ONE COMPLETE PAIR ℞ EYEGLASSES

879-4660

Chester Mini Mall Rts. 24 & 206, Chester

You Want Action -
You Want Phonexpress

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- Installed by reliable professionals
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- Priced to save you money
- Manufactured by TIE

Alarm Systems Available

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Subsidiary
Alarm & Telephone Systems Unlimited, Inc.

PHONEXPRESS
The Line That's Never Too Busy

---

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GREEN & BROWN STAINS SUGGEST POSSIBLE DANGER TO YOUR HEALTH!

Metals (copper, lead & iron) are being leached from your pipes into your drinking water. This problem can be handled easily at

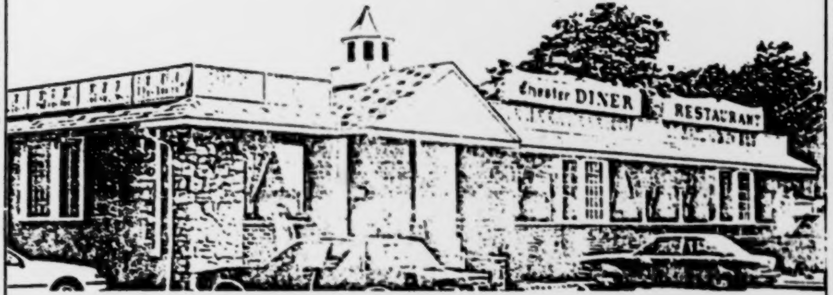
TOTAL WATER MANAGEMENT
CALL TODAY
584-7926

Rt. 10 East Bound, Ledgewood
(next to Kinney Shoes)

FREE HOME WATER ANALYSIS
WITH THIS COUPON

coupon — coupon

Chester Diner ○ Chester Diner ○ Chester Diner



These advertisers are your friends and neighbors. Please use their services.

All cakes, pastries, Danish, and pies are prepared on the premises.

Your Hosts - Joan & John Zedowski

Chester Diner ○ Chester Diner ○ Chester Diner

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HANDMADE ORIENTALS • WALLPAPER
VERTICAL & MINI BLINDS

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$1 OFF Per Sq. Yd of Carpet or Vinyl

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Rte. 24
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- ★ CUSTOM SWEATER DESIGNS
- ★ HAND KNITS
- ★ COMPLETE SWEATER FINISHING SERVICE

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AL'S BACK!

Country Store Caterers

Rt. 24 Long Valley Plaza
Long Valley
876-9571

ΙΧΘΥΣ

WITH THIS COUPON

Mount Olive Adult/Community School

offers:
Adult Basic Education
English as a Second Language
High School Equivalency
Plus over 120
General Interest
Management
& Vocational Courses

TRAINING PROGRAMS CAN BE ARRANGED AT YOUR SITE OR OURS

Flanders, NJ 347-6000 ext. 147

Bring This Coupon

BUY-RITE

10% Off On Wine, Liquor, Beer
(Sale Items Excluded)

584-5700

Village Mall Rte. 206 Flanders

GOLD WORLD INC.

- *CUSTOM JEWELRY* • *REPAIRS*
- *DIAMONDS* • *APPRAISALS*

ALL WORK DONE ON PREMISES
WHOLESALE PRICES

BRING THIS AD FOR FREE BOTTLE OF JEWELRY CLEANER

Village Mall Rte. 206 Flanders **927-1933**

5% OFF WITH THIS AD

Val-ley Limousine Service, Inc.

ALL OCCASIONS

PROMPT • RELIABLE • COURTEOUS
PROPERLY ATTIRED CHAUFFERS
• WEDDINGS • AIRPORTS • THEATRES •
• MEADOWLANDS • STADIUMS •

All Occasions - Anywhere

For Reservations Call
876-4255

ALL MAJOR CREDIT CARDS ACCEPTED

Mercer Marketing Plan

Mercer County Community College
P.O. Box B
Trenton, New Jersey 08690
(609) 586-4800

Contact: Ellen A. Benowitz
Director, ABE/GED Program

The Mercer County Community College's Division of Continuing Education prides itself on being innovative in both their programs and promotional materials. They have developed a marketing plan for FY 89 which includes a variety of media. The goal is to increase community awareness, link potential adult learners with the services available, and ultimately increase participation in Adult Basic Education programs.

The marketing plan advocates the use of newspapers, public service announcements on radio and television, newsletters, flyers, brochures and posters. It also includes personal contacts gained through networking efforts, needs assessment surveys, canvassing, public speaking engagements and word of mouth generated by current and former students.

One of the most methods within their plan was to develop an insert card for inclusion with Welfare checks. The card contained a brief message printed in both English and Spanish. The cards were printed as a project for the print shop program at the Mercer County Vocational School. They were distributed by the county Welfare office and the message reached approximately 15,000 households throughout the Mercer County area.

The cards were a cost free way of reaching a large targeted client group.

GED - General Education Diploma

¿Tienes dificultad para encontrar un trabajo porque no has terminado el cuarto año? ¿Conoces a alguien que tiene esta problema? ¡Cambie eso ahora! Comuniquese con alguien en el programa de cuarto año de MCCC.

¡No Cuesta Nada!

Llamé al **586-4800, ext. 685** o pase por nuestra oficina en el 102 North Broad Street, Trenton de lunes a viernes de 9:00 am hasta las 5:00 pm.

Mercer County Community College

GED - General Education Diploma

Are you having a hard time finding a job because you don't have a high school diploma? Do you know someone else who is? Change that NOW! Contact the GED program at Mercer County Community College.

It's Free!

Call **586-4800, extension 685**, or come in our offices at 102 North Broad Street, Trenton, Monday through Friday from 9:00 am - 5:00 pm.

Mercer County Community College

Write Now!

Mercer County Community College
P.O. Box B
Trenton, New Jersey 08690
(609) 586-4800

Contact: Ellen A. Benowitz
Director, ABE/GED Program

The staff of the Mercer County Community College ABE/GED Program is always looking for new ways to both attract new students and maintain the motivational level of students enrolled in their program. One of the most successful motivational techniques has been their newspaper, Write Now.

Since the revised GED exam includes a writing sample, it is imperative that writing instruction be included in the GED curriculum. Published quarterly by the Division of Continuing Education, the newspaper is a vehicle to motivate the students to write for enjoyment as well as a necessity. Seeing their original works in print gives them a sense of accomplishment and much needed recognition.

Included in the newspaper are poetry, recipes, crossword puzzles, promotions, GED graduations and written discussions on a variety of subjects. Both the students and staff take great pride in writing and reading their newspaper.

W*R*I*T*E N*O*W!

Mercer County Community College — Division of Continuing Education

A Quarterly Publication of the ABE/GED Program

MY FAVORITE HOBBY

Dancing is one of the things I enjoy doing the most. Dancing usually keeps my mind off preoccupations and is a good method of exercising.

I also enjoy it because I can get together with my friends and get to meet different people; make new friends or be with good friends I have not seen for a long time. But most of all, I just like dancing, listening to music and having time out to enjoy myself.

....Margarita Nieves

BEST FRIENDS

Best friends are very special people. Your best friend is usually the closest person to you who is not in your family. Best friends tell their secrets to each other and share each other's personal, deepest thoughts. Best friends usually do everything together and go everywhere together. Some people say, "If you stay around your best friend for a long time, you will start looking like each other".

....Marci Naylor

THE POPE

The Pope is coming to the United States and one of the subjects he is going to speak about is abortion.

I feel that this is a free world. Therefore, people should be able to make their own choices. People should be able to obtain condoms, birth control pills and counseling. If an individual wants to terminate their pregnancy, that's their own choice.

....Mildred McArthur

O HEAR MY CHILDREN CRY

Children please hear my cry of
how I want you to stay alive,
Oh how I want you to do more
than survive.

O Hear My Cry

Children having children...
in a city where children have
no respect, no promise, no
future only signs of neglect.

O mothers please listen to my
cry. Please don't push your
babies aside.

Take the time to listen to
your child's heart and don't
be the one to tear it apart.

O children hear my cry...
let the mothers know how you
feel inside.

O Hear My Cry

....Sandy Johnson

SCHOOL

Education should be very important in one's life. Why? Because to get a job or to have some kind of a career, it is necessary to have specialized schooling. School should be the primary thing in one's life because life revolves around education.

I wish I had finished high school but, that's in the past. I am going to put forth a great deal of effort to finish up my education and earn my high school diploma through MCCC GED Program. My goals in life are to finish my GED education and then to go to college for two years for Data Processing. When that's all done, I want to get myself a good paying job in Data Processing or a related field, get settled in a nice, well kept apartment and continue leading a good life. This will make me happy.

....Kimberlynn Lewis

All my life I have wanted my high school diploma. After two years of working on my reading skills, I am closing in on that goal. I have raised my reading skills substantially.

I am 33 and work in a cafeteria. I see the need for education and good reading skills. When I get my GED, I won't have to work in a cafeteria the rest of my life. I will be able to get a better job.

....Debbie Colston

While other people go to the shore or the mountains for vacation, I go to summer camp with the US Army National Guards.

Lincoln Hall PSA Video

Lincoln Hall
Ives School
Lincolndale, New York 10540
(914) 248-7474

Contact: James Donlevy
Information Services Specialist

The Ives School is an educational component of Lincoln Hall, a non-secure residential treatment facility for court-appointed male adolescents aged 11-17.

The Ives School attempts to provide the students with creative, positive experiences of school whenever possible. To this end, they are involved with the production of Public Service Announcement (PSA) video tapes.

The faculty discovered that cable companies are most receptive to cablecasting PSA's free of charge for worthy community projects. With the growing availability of video equipment, agencies and institutions which sponsor adult basic education classes might promote their programs more effectively by producing PSA's for broadcast over local community access channels.

The students produced a videotape for consideration by the Putnam/Northern Westchester BOCES for possible use in promoting their programs. The videotape included the message that in order to prepare for their future in the 21st century, prospective students were encouraged to contact the BOCES for free classes toward their specific educational goals. The audio message was repeated in Spanish at the end of the visual presentation in an effort to reach the non-English speaking members of the community.

The school has also received recognition from the American Heart Association for their Smoking Alert program which assessed smoking attitudes and behaviors of the 200 resident students.

Ives School faculty welcomes the opportunity of involving their "at risk" students in the production of PSA's centering on the value of continuing education and would be happy to assist anyone in implementing this approach for their program.

Greece Community Education
Greece Central School District
West Ridge Community Education Center
200 Alcott Drive
Rochester, New York 14626
(716) 225-4410

Contact: Amy Peritsky or
Cecily Bodnar

In cooperation with the Greece Continuing Education program, television station WXXI in Rochester helped provide GED instruction and counseling to the group of people unable to attend conventional classes. As part of the literacy campaign, PLUS, WXXI provided broadcast time for the "GED on TV" series produced by the Kentucky Educational Television. Broadcast rights were made available as part of the PLUS effort and WXXI, through its membership funds, carried the cost of air time. The GED teacher was provided by the school district and the tutor's salary was funded as a non-traditional program by EPE monies. WXXI secured the textbooks and provided them at cost to agencies and individuals upon request.

Prior to the broadcast, publicity took the form of posters and flyers, display ads, press releases, public service announcements and a media breakfast. Posters, which featured famous individuals with their GED certificates (such as Wally "Famous" Amos, Cyndi Lauper, Bill Cosby, Peter Jennings and Diana Ross) were placed throughout the community. Once the program began, announcements of the broadcast times and hotline number were made.

Results of this effort were that over 800 people requested books and/or information. 50 were pre-tested and referred to traditional classes. 47 enrolled in the "GED on TV" program. Of those, eighteen tooks the GED test, seventeen passed. Twenty-two students remain active, only eight have dropped out. Two students are paraplegics, three have other disabilities, four are retired, two are over the age of 70 and several live in isolated areas.

Phase two of the program was to begin in September 1987 and enthusiasm remains high.

PROJECT LITERACY U.S.—

Illiteracy is a serious national and local problem—a human tragedy for many. Twenty-three million American adults have reading, writing, comprehension and simple math skills below a fourth grade level. Millions more are semi-literate. Illiteracy is a problem underlying many other social and economic problems. It can be remedied, if people will help, and if those who need help can be motivated to seek assistance.

MEDIA EFFORT BEGINS THIS FALL

PLUS is a national campaign against adult illiteracy. It will include national and local broadcasts and a variety of community activities to raise awareness and to generate ways of dealing with the problem. Programs will include: a WOKR-13 documentary on September 3 at 10 PM, a WXXI-TV21 documentary on September 17 at 8 PM, and a WXXI-TV21 panel phone-in program which will focus on the local situation.

LOCAL TASK FORCES ARE FORMING NOW

Task forces in Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates counties will deal with local concerns, values, and resources. Energy exerted on the local level will have more impact than a national thrust.

Are you or your organization interested in joining PLUS?

To become a part of PLUS,
call 1-800-228-8813, or contact your local library.
YOU can make the difference.

PLUS
PROJECT LITERACY U.S.

Adult illiteracy is a problem in the Greater Rochester Area. WOKR-13 and WXXI-TV21 will join with community task forces in the counties of: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates.

You PLUS him PLUS her PLUS them PLUS me . . . that's PLUS!

ADULT ILLITERACY IS EVERYBODY'S PROBLEM—JOIN PLUS AND BE PART OF THE SOLUTION!

GREATER ROCHESTER AREA PLUS COORDINATORS

WXXI-TV21
Alan Davidson
280 State St.
P.O. Box 21
Rochester, NY 14601
716/325-7500

WOKR-13
Gerry Walker
4225 W. Henrietta Rd.
P.O. Box L
Rochester, NY 14623
716/334-8700

A NATIONAL MOVEMENT IS GROWING

AND *YOU* CAN BE PART OF IT.

Watch Special Television Documentaries:

WOKR-13 — September 3
WXXI-TV21 — September 17

Call 1-800-228-8813 today and VOLUNTEER for Project Literacy U.S.

PLUS
PROJECT LITERACY U.S.

WXXI tv21

13 WOKR

AMERICA'S "HIDDEN PROBLEM" GOES PUBLIC

DID YOU KNOW THAT

1 in 5 American adults cannot read or write English well enough to cope in everyday life? They are **functionally illiterate.** They cannot:

- read a medicine bottle
- use a phone book
- use a bus schedule
- read a want ad
- understand safety instructions
- fill out a job application
- sign a permission slip for surgery
- comparison shop for weekly groceries
- make correct change

In the U.S. illiteracy affects:

16% of Whites over 18
44% of Blacks over 18
56% of Hispanics over 18
13% of all 17-year-olds

PLUS has three goals:

1. RAISE national awareness of the problem of adult functional illiteracy in America
2. DEVELOP and encourage volunteer action to address illiteracy
3. ENCOURAGE those who can help and those who need help to participate

The Blue Ribbon Committee

For PLUS In The Greater Rochester Area

Luisa E. Baars
Dr. Rose Marie Beston
Martin F. Birmingham
Dr. Harold Bowman
Linda Bretz
Mario Caceres
Charles R. Canan
Albert A. Capacci
R. Carlos Carballada
William E. Castle
Colby H. Chandler
Frank Chiaino
The Most Rev. Matthew H. Clark
Dr. Edward G. Coll, Jr.
Gerald E. Collins
The Honorable Pinny Cooke
Deborah Coover
Dr. William C. Crothers
John G. Curran
Edwin E. Dunmire
The Honorable Fred J. Eckert
Leslie L. Fitzwater
The Honorable David F. Gantt
Lois J. Giess
Dr. Leonard T. Grant
Dr. Larry L. Greenfield
Harold S. Hacker
Joan M. Hensler
Wayland R. Hicks
John D. Hostutler
Dr. Edward Jakubauskas
William A. Johnson, Jr.
Erland E. Kailbourne
The Honorable L. Paul Kehoe
F. Glenn King
Dr. Arthur R. Kirk
Richard W. Kozlowski
Lawrence T. Kurlander
The Honorable John J. LaFalce
William B. MacKenzie
Ralph T. Masters
Gilbert G. McCurdy
Tim O. Maina
Dr. Charles J. Meder
Andrew P. Meloni
Pete C. Merrill
Charles W. Meyer
Rabbi Judea B. Miller
Richard P. Miller, Jr.
Victor B. Montana
Thomas T. Mooney
Joseph D. Morelle
Lucien A. Morin
I.A. Morris
Dr. G. Dennis O'Brien
Wesley T. Payne
Dr. William L. Pickett
The Honorable Gary Proud
The Honorable Ralph Quattrociocchi
Howard R. Relin
Ernest Reveal
The Honorable Roger J. Robach
Ross W. Roberts
Kyle Rodeman
Dr. M. Richard Rose
Thomas P. Ryan, Jr.
Anthony J. Sciolino
I.C. Shah
Leonard S. Simon
The Honorable Louise M. Slaughter
Vincent E. Spezzano
Dr. Peter A. Spina
James M. Steele
Dr. Stuart Steiner
William J. Stolze
Fred E. Strauss
The Honorable Frank G. Talomie
Richard E. Ten Haken
Ron Thomas
Anthony J. Villani
Dr. John E. Van de Wetering
E.W. Wallenborn, Jr.
The Honorable Richard C. Wesley
Frederick G. Westerman
Beth Ela Wilkens
John J. Woods

PBS Series Gives Dropouts a Chance

Nearly 72 million American adults — 35 per cent of those aged 25 or older— do not have high school diplomas. However, this does not mean their educational growth experiences ceased upon leaving school. WXXI-TV is offering these people a second chance by helping them prepare for the Tests of General Educational Development (GED), which leads to a high school equivalency diploma.

HISTORY OF THE GED

The American Council on Education (ACE), founded in 1918, is a council of educational organizations and institutions. In 1942, it created a special division to develop a battery of tests for United States military personnel who had not completed their high school studies.

The purpose of this division, called the General Educational Development (GED) testing service, was to provide a means by which learning acquired from educational experiences can be be evaluated and recognized. In the beginning, the tests were administered to military personnel to help them readjust to civilian life and to pursue educational and vocational goals. Today, the GED tests are available to non-military adults.

Today, passing the GED test enables qualified individuals to earn high school equivalency diplomas or certificates, to qualify for certain jobs, to gain promotions, or to pursue higher education or personal goals. The GED certificate, like a regular high school diploma, is nearly always accepted as a valid credential by employers and directors of apprenticeships. In addition, most college and university admissions offices accept GED certificates in lieu of complete high school transcripts.

"GED on TV"

For the second year on local television, the "GED on TV" series will be broadcast on WXXI-TV 21. The program consists of 43 programs, which will begin airing on Wednesday, Sept. 16, covering basic skills in math, reading, science, social studies, and writing. Students watch the programs and then complete workbook exercises.

WXXI-TV will broadcast two different lessons twice each week. One lesson airs Wednesdays at 2 p.m. and is repeated on Fridays at 5:45 a.m. The next lesson airs on Fridays at 6:15 a.m. and is repeated on Fridays at 2 p.m.

PROGRAM CONTENT

The five reading programs are hosted by Wally "Famous" Amos, spokesman for Literacy Volunteers of America. Amos, a high school dropout, obtained his GED certificate while serving in the Air Force.

The reading programs are followed by six science programs. Numerous computer-generated graphics are used in this segment to illustrate the material more clearly. Astronauts Sally Ride, Kathryn Sullivan, and Story Musgrave, as well as prominent scientists, appear in the programs to describe how scientific theories are practically applied in their own work.

The five social studies programs concentrate on American history, but also touch on economics, sociology, and political science. They include hundreds of maps, illustrations, portraits, cartoons, film clips, and other historical material, as well as segments shot at various historic sites.

The ten writing programs, which were produced by Mississippi Educational Television, are designed to help students learn both the rules of grammar and better organization skills. The new GED test, to be released in 1988, will require students to write an essay.

The math portion of the series includes 15 programs set in an adult-education classroom. Both the math and writing segments feature casts of continuing characters who use skills they learn to solve real life problems.

After viewing the individual programs, students have access to the services of a GED tutor, arranged for by WXXI in conjunction with Greece Central School District's Continuing Education. The tutor, Cecily Bodner, is available to students on a special television station telephone line.

ABOUT THE PROGRAM

The television series took four years and $2 million to produce. It is designed to help those students who, because of schedule conflicts, transportation problems, or other reasons, do not have access to traditional adult-education programs.

The three volume set of workbooks, an integral part of "GED on TV," are available through WXXI at 280 State St. in Rochester.

WXXI

YOUR PUBLIC BROADCASTING STATION

PROJECT
SECOND
CHANCE

One in four American students drops out of high school before receiving a diploma. How many of your employees does that include? To learn how to help them, tune in

Wednesday, October 1, 8:00 p.m.

RochesterBUSINESS Journal & Chamber of Commerce News • September 22-October 5, 1986

Do You Know Someone Who Is A High School Dropout?

WXXI Can Help

Study for the high school equivalency test by watching TV. Tune in to "GED on TV" every Monday and Wednesday at [illegible] a.m.

WXXI

tv21 am1370 fm91.5

Times-Union, Rochester, N.Y., [illegible]

GED ON TV

GED PEOPLE

- Cookie giant **Wally "Famous" Amos** earned his GED in the Air Force. He knew there were doors that wouldn't open for him unless he had a high school degree. Amos is a national spokesman for the Literacy Volunteers of America (LVA) and the host of the five KET/GED Series Reading programs.
- Country music singer **Tom T. Hall** dropped out of school at age 15 to work at a garment factory and perform with a local bluegrass band. He earned his GED certificate in the Army and later studied writing at a small college in Roanoke, Virginia.
- Rock singer **Cyndi Lauper**, who won a Grammy as Best New Artist in 1984, has her GED certificate.
- Comedian **Bill Cosby**, star of the top-rated television series, "The Cosby Show," got his GED certificate and went on to earn a doctorate in education.
- ABC news anchor **Peter Jennings** dropped out of school and later earned a GED certificate in his native Canada.
- Top recording artist **Diana Ross** got her GED certificate.
- NASA astronaut **Dr. F. Story Musgrave**, who was on the maiden flight of the space shuttle Challenger, was a high school dropout. He didn't get his high school diploma until he graduated from medical school. Dr. Musgrave is a guest on the KET/GED Series Science programs.

# # # # #

GED ON TV

A SHORT HISTORY OF THE GED TEST

For a variety of reasons, many adults have not completed high school. Nearly 72 million American adults do not have high school diplomas. However, this does not mean their educational growth and experiences ceased upon leaving school. Many people make considerable educational progress through a variety of experiences encountered in everyday life.

The American Council on Education (ACE), founded in 1918, is a council of educational organizations and institutions. In 1942, the ACE created a special division to develop a battery of tests for U.S. military personnel who had not completed their high school studies. The purpose of this division, called the General Educational Development (GED) Testing Service, was to provide a means by which learning acquired from such educational experiences can be evaluated and recognized. In the beginning, the tests were administered to military personnel to help them readjust to civilian life and to pursue educational and vocational goals. Today, the GED tests are available to non-military adults as well.

Today, passing the GED test enables qualified individuals to earn high school equivalency diplomas or certificates, to qualify for certain jobs, to gain promotions, or to pursue higher education or personal goals. The GED certificate, like a regular high school diploma, is nearly always accepted as a valid credential by employers and directors of apprenticeship and other training programs. In addition, most college and university admissions offices accept GED certificates in lieu of complete high school transcripts.

The GED test actually consists of a battery of tests designed to measure the major outcomes and concepts generally associated with four years of high school edu-

(more)

cation. Multiple-choice questions cover five subject areas: Writing Skills, Social Studies, Science, Reading Skills, and Mathematics. These subject areas correspond to the general framework of many high school curricula. Candidates are tested chiefly on their retention of broad concepts and generalizations, rather than on how well they can remember facts and details or precise definitions.

Between 1971 and 1981, nearly four million adults took and passed the test. According to Who Takes the GED Test?, by Andrew Malizio and Douglas Whitney, more than three-quarters (78.4%) of those taking the GED test in 1980 were white, 57.5% were women, and slightly more than half were 21 years old or younger. The 1984 GED Statistical Report said that people taking the GED test in 1983 had completed an average of 9.8 years of school.

It is estimated that 50% of GED graduates go on to post-secondary training, including apprenticeships, technical training, and college. GED graduates tend not to drop out of post-secondary training, and their grade point averages are comparable to those of high school seniors.

Department of Commerce figures from 1984 show that income rises steadily with level of education. While people who finished one to three years of high school earned an average of $19,162, those who finished high school earned an average of $26,528 -- a difference of $7,000.

# # # # #

Contact: Elizabeth M. Teall October 13, 1986

Personal Visits for ESL

Adult English As A Second Language
WE-MO-CO Occupational Center
3589 Big Ridge Road
Spencerport, New York 14559
(716) 352-2478

Contact: Rick J. Stern
Training Coordinator

In addition to the usual radio, television and newspaper announcements, two ESL instructors decided to use a personal touch for recruiting new students.

Jeanne Townsend and Gloria Stanton used a telephone book listing of apartment complexes as a starting point for their promotion. A team of one ESL student and one ESL teacher visited with the apartment managers to learn if an ESL program was needed in their community and to seek names of foreign born tenants in the complex. Posters and handouts with class information were left with the manager for posting on the bulletin boards in the complex. When possible, the team immediately visited any potential student to inform them about the classes.

Information about other related programs (ABE, GED, Job Training and even rival ESL programs that might have more convenient times and locations) were also given. Possible leads were followed up on after a week or so.

The team contacted all complexes in one community at a time, stopping at town halls, libraries, public school offices and churches. The presence of both a student and a teacher seemed to give authenticity to the program. At the same time, it increased the student's confidence level - and added benefit.

Although only three actual students have enrolled to date as a result of this promotion, community awareness increased and additional students are anticipated.

Working Together for the G.E.D.

Literacy Volunteers of Westchester County
75 Grasslands Road
Valhalla, New York 10595
(914) 592-2656

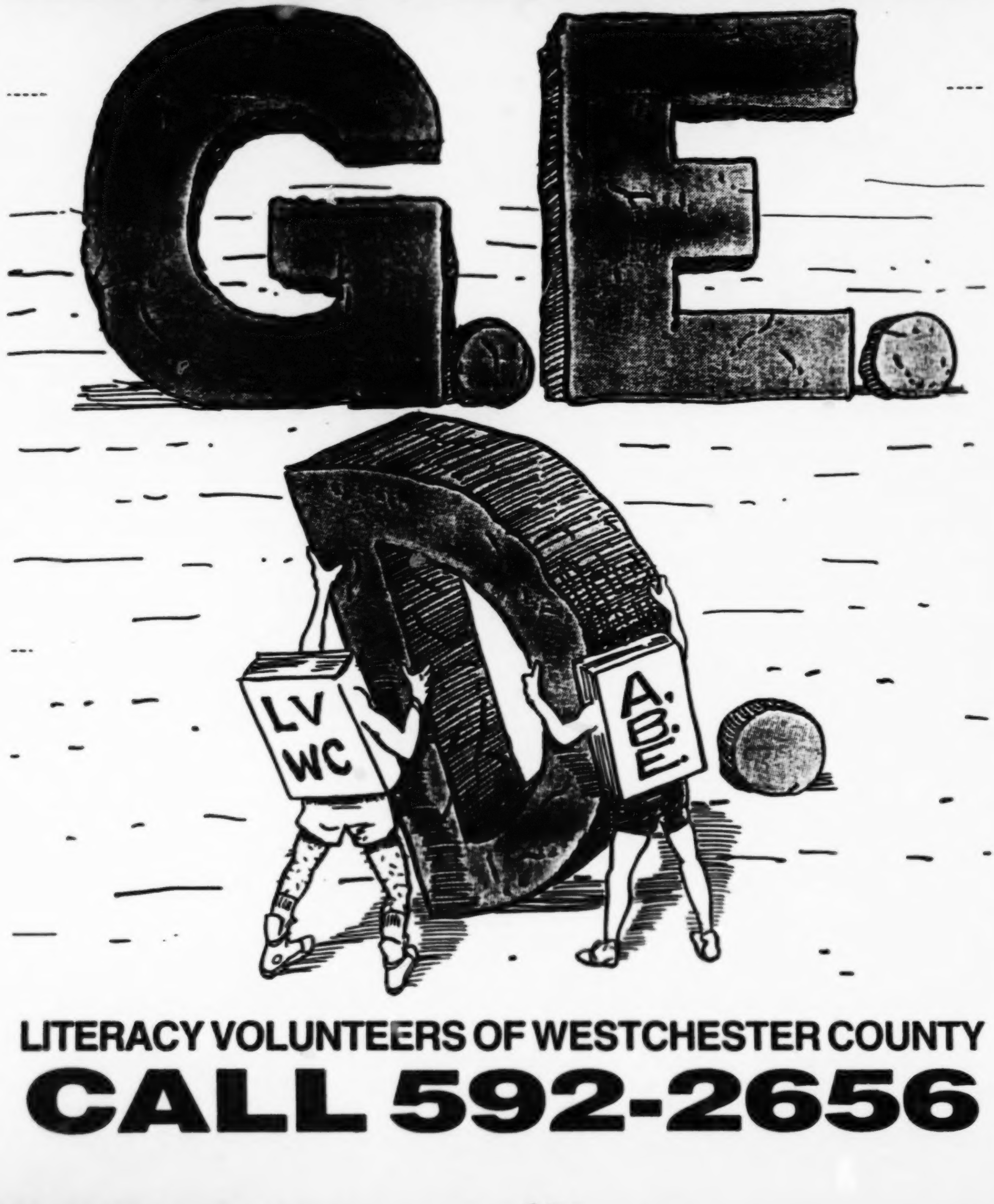
Contact: Albetha C. Thomas
Executive Director

The Literacy Volunteers of America produced flyers to promote better working relationships with the ABE programs in Westchester County. The flyers demonstrated the need for both programs to cooperate toward the common goal of a G.E.D. certificate.

One thousand flyers with art work were distributed at a cost of $400.00. The flyers were distributed through PTA groups, family neighborhood stores, libraries, community centers, churches and social service agencies.

To date, there have been more than 200 responses.

IT TAKES YOU, IT TAKES ME WORKING TOGETHER FOR THE


G.E.D.
LV WC
A.B.E.

LITERACY VOLUNTEERS OF WESTCHESTER COUNTY

CALL 592-2656

GO FOR THE GOLD!

LITERACY VOLUNTEERS OF WESTCHESTER COUNTY

CALL 592-2656

Surplus Food Recruitment

Human Resources Development
Haywood Technical College
Freelander Drive
Clyde, North Carolina 28721
(no phone given)

Contact: Carolyn Holcomb
Recruiter

The Human Resources Development program at Haywood Technical College offers ABE, GED, Job orientation and motivation and job seeking skills on a cyclic basis, each running for six weeks. Over the past 13 years, many promotional techniques have been tried.

One technique felt to be most successful is going to the Department of Social Services when surplus food is being distributed. It is an opportunity to talk to the people about the available programs, hand out flyers, give away promotional balloons, pencils and coin purses.

The results of this promotion is hard to measure, yet the HRD program feels it worthwhile. Often, flyers show up a year or so later that has been carried around by a student.

This method helps:
1) Target the population desired
2) Get information into the home
3) Make personal contact

The HRD believes that everyone "knows someone" who may need the class, so the information is passed along. They also indicate that the most successful technique is one in which the student succeeds in what he/she wants to do and in turn will recruit for the program.

Northwest Tri-County Intermediate Unit
252 Waterford Street
Edinboro, Pennsylvania 16412
(814) 734-5610

Contact: William A. Mitchell
Educational Coordinator

Acknowledging that adults have diverse interests and abilities with numerous barriers to their participation, the Northwest Tri-County Intermediate Unit, with the dynamic influence of Dr. Richard Gacka, conducted a multi-faceted program of recruiting students for their ABE/GED programs.

They specifically targeted their attempts toward potential students, their families, employers and "social linkage" system. Interest and response was generated by a variety of flyers, pamphlets, posters, newsletters, public service announcements, and newspaper articles.

To accommodate inquiries, a regional contact center was established to act as a broker to direct individuals to appropriate programs, answer questions and expedite tutor-student placement. A data base of regional referral calls indicated that over 660 calls were handled during the period January, 1987 to March, 1987 and nearly 1000 total individuals were serviced by the center during the year.

I'M POOR TENT

REED DISH KORYFULL LEE:

SUMM PEEPOLE, MAY KNEE LYEDK YOU ORE ME, DOET NO HO TOW REED. DAY CANT RED A PAY PEAR ORE FILE OT A APPLE KAY SHUN. YOU KAN HEALP. IF YOU NO SHUM WUN HOO WUD LYKE TO LEE URN TO REED TALL THUM TO CULL 734-5610.

Not being able to read is a real disadvantage and detracts from the quality of life for many Erie County residents. There are basic reading and literacy programs available. If you know someone who needs to learn to read help them to call 734-5610. It might be hard but the phone call may the hardest part of getting them on the road to learning to read.

NW TRI-COUNTY INTERMEDIATE UNIT
ERIE COUNTY LITERACY COALITION
JOB TRAINING PARTNERSHIP ACT

COU	DATE	L.NAME	F.NAME	T/	H PHONE	W PHONE	STREET	CITY	ZIP	SOURC	LAST CON	DISPOSITION	RECONTACT	ADM REV
113	2-Dec-06	[redacted]	PAM	C	[redacted]		[redacted]	ERIE	16502	TV		ASSESSED ELC - HIGH LEVEL B.B.		3/4/07
616	19-Feb-07	[redacted]	MICHELLE	C	[redacted]		[redacted]	WATERFORD	16441		2/10/07	WATTSBURG - ENROLLED	CLOSED	3/4/07
590	19-Feb-07	[redacted]	REBECCA	C	[redacted]		[redacted]	UNION CITY	16438			ENROLLED UNION CITY	CLOSED	3/4/07
327	1-Jul-06	[redacted]	DELORES	C	[redacted]		[redacted]	GIRARD	16417			ENROLLED GED - GIRARD	CLOSED	
507	1-Jul-06	[redacted]	JAMES	C	[redacted]		[redacted]	ERIE			8/27/06	ENROLLED STAIRWAY - PASSED GED	CLOSED	
649	2-Mar-07	[redacted]	MICHAEL	C	[redacted]		[redacted]	LOWVILLE		TV		GIVEN TO MARTY		
35	19-Dec-06	[redacted]	WILLIAM	C	[redacted]		[redacted]	UNION CITY	16438		12/19/06			
199	9-Jan-07	[redacted]	SUSI	C	[redacted]		[redacted]	EDINBORO	16412	FRIEND		ENROLLED EDINBORO	CLOSED	
563	5-Feb-07	[redacted]	JOHN JR.	C	[redacted]		[redacted]	ERIE	16502			B.B.		3/4/07
329	13-Jan-07	[redacted]	ALLEN	C	[redacted]		[redacted]	ERIE		TV		REFERRED B.B. - ASSESS ELC - B.B.		3/4/07
622	19-Feb-07	[redacted]	ALLEN	O	[redacted]		[redacted]	UNION CITY	16438			CALLED ABOUT WILSON TOWERS	CLOSED	3/4/07
328	13-Jan-07	[redacted]	WILMA	C	[redacted]		[redacted]	ERIE	16509			B.B. - ASSESSED		3/4/07
8	1-Jul-06	[redacted]	ELLA	C	[redacted]		[redacted]	WEST SPRINGFIELD	16443			ENROLLED ITINERATE	CLOSED	
10	1-Jul-06	[redacted]	LARRY	C	[redacted]		[redacted]	WEST SPRINGFIELD	16443			ENROLLED ITINERATE	CLOSED	
506	9-Sep-06	[redacted]	DONALD	C	[redacted]		[redacted]	WEST SPRINGFIELD	16443			ENROLLED PRE-GED JTPA ITINERATE	CLOSED	
484	27-Jan-07	[redacted]	DONALD	C	[redacted]		[redacted]	ERIE	16510	STUDENT		ENROLLED [illegible]	CLOSED	
204	29-Dec-06	[redacted]	ELAINE	T	[redacted]		[redacted]	ERIE	16506	NAT LIT	12/20/06	CHECK AGAINST CURRENT LOCAL RECORDS	1/15/07	
134	29-Dec-06	[redacted]	MARY	C	[redacted]		[redacted]	ERIE	16510	NAT LIT	12/20/06		1/15/07	
184	29-Jan-07	[redacted]	PRISCILLE	T	[redacted]		[redacted]	ERIE	16508			TUTORING	3/3/07	3/4/07
566	9-Feb-07	[redacted]	LINDA	C	[redacted]		[redacted]	WATTSBURG	16442					
186	1-Jul-06	[redacted]	EUGENIA	C	[redacted]		[redacted]					I'LL CALL BACK IN SPRING		
288	2-Dec-06	[redacted]	FLOYD	C	[redacted]		[redacted]	EDINBORO	16412	TV		ENROLLED EDINBORO LLL	CLOSED	
569	9-Feb-07	[redacted]	DAVID	C	[redacted]		[redacted]	ERIE	16508		2/9/07	B.B. - READING - ASSESSMENT ELC		3/4/07
503	2-Jan-07	[redacted]	NANCY	T	[redacted]		[redacted]	ERIE	16509	PLUS LETTER				
358	6-Oct-06	[redacted]	KENNETH	T	[redacted]		[redacted]	ERIE	16508	NEWSPAPER		TUTORING INT. INSTITUTE	3/3/07	3/4/07
298	10-Oct-06	[redacted]	BOB	C	[redacted]		[redacted]	ERIE	16509	NATIONAL LITERACY HOTLINE				
504	21-Jan-07	[redacted]	HELEN	C	[redacted]		[redacted]	NORTHEAST	16428			ENROLLED EDINBORO	CLOSED	
331	19-Dec-06	[redacted]	LAURI	C	[redacted]		[redacted]	WATERFORD	16441	MARY GALL	12/18/06	REFERRED TO SHIRLEY VOGEL, TECH GED	CLOSED	
27	1-Jul-06	[redacted]	MARY	C	[redacted]		[redacted]	ERIE	16508					
412	27-Jan-07	[redacted]	RALPH	C	[redacted]		[redacted]	ERIE	16510		1/27/07	POSSIBLE - BB		
207	29-Oct-06	[redacted]	JAMES	C	[redacted]		[redacted]	ALBION	16401			ENROLLED NORTHWESTERN	CLOSED	
38	29-Dec-06	[redacted]	MARY	C	[redacted]		[redacted]	ERIE	16508	NAT LIT	12/20/06	ASSESSED ELC		3/4/07
638	24-Feb-07	[redacted]	JOHN	C	[redacted]		[redacted]	ERIE	16508	TV	2/20/07	BB/ELC		
107	1-Jul-06	[redacted]	JIM	C	[redacted]		[redacted]	UNION CITY	16438			POSSIBLE CORRY		
503	2-Jan-07	[redacted]	JACK	O	[redacted]		[redacted]	ERIE		BOOKLET ON OFFICE				
404	29-Jan-07	[redacted]	JOHN	C	[redacted]		[redacted]	WATERFORD	16441			UNION CITY CLASSES		
489	2-Jan-07	[redacted]	JO MARIE	C	[redacted]		[redacted]	CORRY	16407			CORRY/JTPA	CLOSED	
409	29-Jan-07	[redacted]	RICHARD	C	[redacted]		[redacted]	ERIE	16508		1/26/07	REFERRED TO NATIONAL LITERACY #1-800-228-8813	CLOSED	
37	6-Oct-06	[redacted]	EDWARD	T	[redacted]		[redacted]	ERIE	16508	TV				
209	1-Jul-06	[redacted]	ROBERT	C	[redacted]		[redacted]	EDINBORO	16412			ENROLLED AND PASSED GED	CLOSED	
237	1-Dec-06	[redacted]	RICHARD	C	[redacted]		[redacted]	EDINBORO	16412			MATCHED WIL WOODELL	CLOSED	
96	1-Jul-06	[redacted]	BARB	C	[redacted]		[redacted]	ERIE	16421					
602	2-Feb-07	[redacted]	PEGGY	C	[redacted]		[redacted]	HARBORCREEK	16421		2/2/07	SEND TEST		
209	21-Oct-06	[redacted]	SANDRA	C	[redacted]		[redacted]	GIRARD	16417					
288	5-Dec-06	[redacted]	CARYL	C	[redacted]		[redacted]	ALBION	16401	OTHER		ENROLLED NORTHWESTERN	CLOSED	
330	1-Jul-06	[redacted]	KATHY	C	[redacted]		[redacted]					NOT A WORKING NUMBER		
188	1-Jul-06	[redacted]	ETHEL	C	[redacted]		[redacted]					ENROLLED STAIRWAYS	CLOSED	
216	1-Jul-06	[redacted]	LINDA	T	[redacted]		[redacted]	ERIE	16504					
211	19-Sep-06	[redacted]	JACKIE	C	[redacted]		[redacted]	SPRINGBORO	16435					
411	29-Jan-07	[redacted]	DOROTHY	O	[redacted]		[redacted]	ERIE	16504	TV		REFERRED RON MACHOWSKI	CLOSED	
19	6-Oct-06	[redacted]	ELIZABETH	T	[redacted]		[redacted]	ERIE	16509	JR. LEAGUE/UNITED		TUTORING TECH MEMORIAL?		
52	1-Oct-06	[redacted]	GAIL	C	[redacted]		[redacted]	EDINBORO	16412		2/11/07	ENROLLED AT EDINBORO	CLOSED	
530	29-Jan-07	[redacted]	CECILIA	C	[redacted]		[redacted]				2/3/07	ASSESSED ELC		3/4/07
128	29-Dec-06	[redacted]	KATHY	T	[redacted]		[redacted]	ERIE	16506	NAT LIT	12/20/06	CHECK AGAINST CURRENT LOCAL RECORDS	1/15/07	
509	19-Jan-07	[redacted]	MICHELLE	C	[redacted]		[redacted]	HARBORCREEK	16421		1/19/07	ENROLLED AT [illegible]	CLOSED	
98	7-Jan-07	[redacted]	EDWARD	C	[redacted]		[redacted]	ERIE	16507	TV			B.B.	
170	2-Dec-06	[redacted]	MARK	C	[redacted]		[redacted]	ERIE		TV		GIVEN TO MARTY		
171	9-Dec-06	[redacted]	JEROME	C	[redacted]		[redacted]	ERIE		TV		GIVEN TO ROBERTA		
502	2-Jan-07	[redacted]	CINDY	C	[redacted]		[redacted]	ERIE	16511					

Grassroots Publicity

AdvancE
PDE Resource Center/VEIN
Pennsylvania Department of Education
333 Market Street 11th Floor
Harrisburg, Pennsylvania 17108
1-800-992-2283

Contact: Tana Reiff
Project Disseminator
P.O. Box 182
Lancaster, Pennsylvania 17603
(717) 299-0205

"Grassroots Publicity" was conducted in 1984-85 to show local programs how to manage publicity locally at little or no cost. The 310 project, funded for $7,950, actually carried out an all-out PR effort during one school year in the ABE program at Reading Area Community College and documented the results of the activities used.

Goals, requirements, costs, procedures, evaluation and recommendations are listed for fifteen activities, along with an additional six ideas, in a 32-page book. Activities include:

1. Class Logistics
2. Sponsor Liaison
3. Registration Packet
4. Recrutiment Flyer
5. Press Releases
6. Radio PSA
7. Letter Writing
8. E.S.L. Help Group
9. Multi-lingual flyer
10. Student of the Year
11. Fast-Food Placemat
12. Adult Education Week
13. In-House Presentation
14. Bring A Friend to Class
15. Graduation

Additional ideas listed include: marketing class, celebrity endorsements, ongoing contacts, open house, packaged public relations, newspaper or magazine articles, public speaking to groups, free ad space, grocery bag and milk carton ads, flyers enclosed in utility bills, sucess stories, 24-hour registration service and money-back guarantees.

Now I Can!

AdvancE
PDE Resource Center/VEIN
Pennsylvania Department of Education
333 Market Street 11th Floor
Harrisburg, Pennsylvania 17126-0333
1-800-992-2283

Contact: Tana Reiff
Director
P.O. Box 182
Lancaster, Pennsylvania 17603
(717) 299-0205

"Now I Can!" was the theme of a modular public-awareness kit for ABE programs. It was funded for $9,480 and operated during 1983-84. Aimed at potential students, volunteer tutors, public officials, and the general public, the kit contained:

1. Guidelines for using the kit
2. Instructions on how to write to legislatures
3. Guidelines for seeking press coverage
4. Four camera-ready newspaper ads
5. A radio PSA script
6. Stations holding the "Now I Can!" 30-second TV PSA videotape
7. A request card for borrowing the slide/tape show
8. An adult education fact sheet
9. A sample copy of *Adult Student* magazine (an earlier 310 project)
10. Duplicatable "Now I Can!" letterhead and envelope

The project aimed to provide ready-to-use, professional looking publicity materials for use in a variety of programs and for a variety of purposes, both statewide and locally.

Although a number of programs used this kit, there was no funding to follow up on the project and coordinate efforts. Television PSA's were mailed directly to 14 stations which ran them periodically for over a year, providing the toll-free number which put respondents in contact with local ABE programs.

Ms. Reiff is eager to broaden the "Now I Can!" theme or at least the idea of a PR package for local usage. If anyone would like to see the slide/tape show and/or TV PSA, copies can be requested from either of the above addresses.

The phrase "Now I Can!" is copyrighted although the use of the project's product is public domain.

Greenville Grocers

Adult Education Division
Greenville Technical College
Box 5616, Sta. B
Greenville, South Carolina 29606-5616
(no phone given)

Contact: Lyla Haggard

Always trying new and different methods to market their adult education program, the Adult Education Division at Greenville Technical College utilized the supermarkets and grocery stores to help "get the word out".

Each faculty and staff member contacted the grocery store manager of their favorite store and personally requested that Adult Education flyers be placed on the checkout counters. In many stores, the individuals bagging the groceries placed one flyer in each grocery order. In other stores, the flyers were merely there for interested individuals to pick up. In a month's time period, 40,000 flyers were distributed.

While most store managers would not be receptive to a stranger requesting a favor, they were sympathetic to loyal customers asking this favor. Targeting marketing efforts is always difficult, but everyone eats and has to buy groceries. Thus, the grocery stores - whether local or major chains - are a natural outlet for information. Further, such efforts involve all the faculty and staff in marketing efforts.

GED Newspaper Course

Vermont Institute for Self-Reliance
Box 66
East Calais, Vermont 05650
(802) 456-8837

Contact: Gail Dowling

This 12 week, half-page GED newspaper course was written with several objectives in mind. Primarily, it helps competent non-high school graduates review for the GED in a totally non-threatening manner. This builds their skills while building their confidence. It serves as a basic skills review for high school completers who may be applying for a job or entrance to post secondary schools. It is also an awareness tool which alerts the public to the fact that there is a program for adults who have not completed high school. It is also a valuable recruiting tool. The first few lessons are very basic and easy. Those individuals desiring the answers can call or write the office. Answers are sent, along with a letter explaining all the other study options offered by the ABE program (home tutoring, learning centers, night groups, correspondence courses, TV, etc.). Those that find the newspaper course too difficult are encouraged to use the other study options offered by the center. Automated follow-up letters are sent every four weeks to offer encouragement, help or study options.

Newspapers have funded the running of the course. The only expense to the center has been for the automated computer follow-up. Approximately 50% of the respondents chose an ABE alternative study option.

The course has been used in towns of varying population size with similar results. Approximately one percent of the population, who have never been served in the past, were reached. This is based upon actual contacts made as a result of the newspaper course. The figures do not reflect the impact upon increased public awareness of the Adult Basic Education program.